

Historic, Archive Document

Do not assume content reflects current scientific knowledge, policies, or practices.

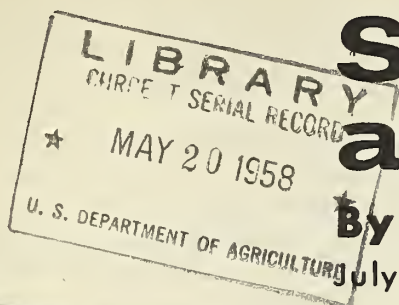
Reserve
A 280.3939
m34c

CONSUMER PURCHASES OF

Selected Fruits and Juices

By Regions and Retail Outlets

July - September 1957



CPFJ-54

UNITED STATES DEPARTMENT OF AGRICULTURE

Agricultural Marketing Service
Agriculture-Washington

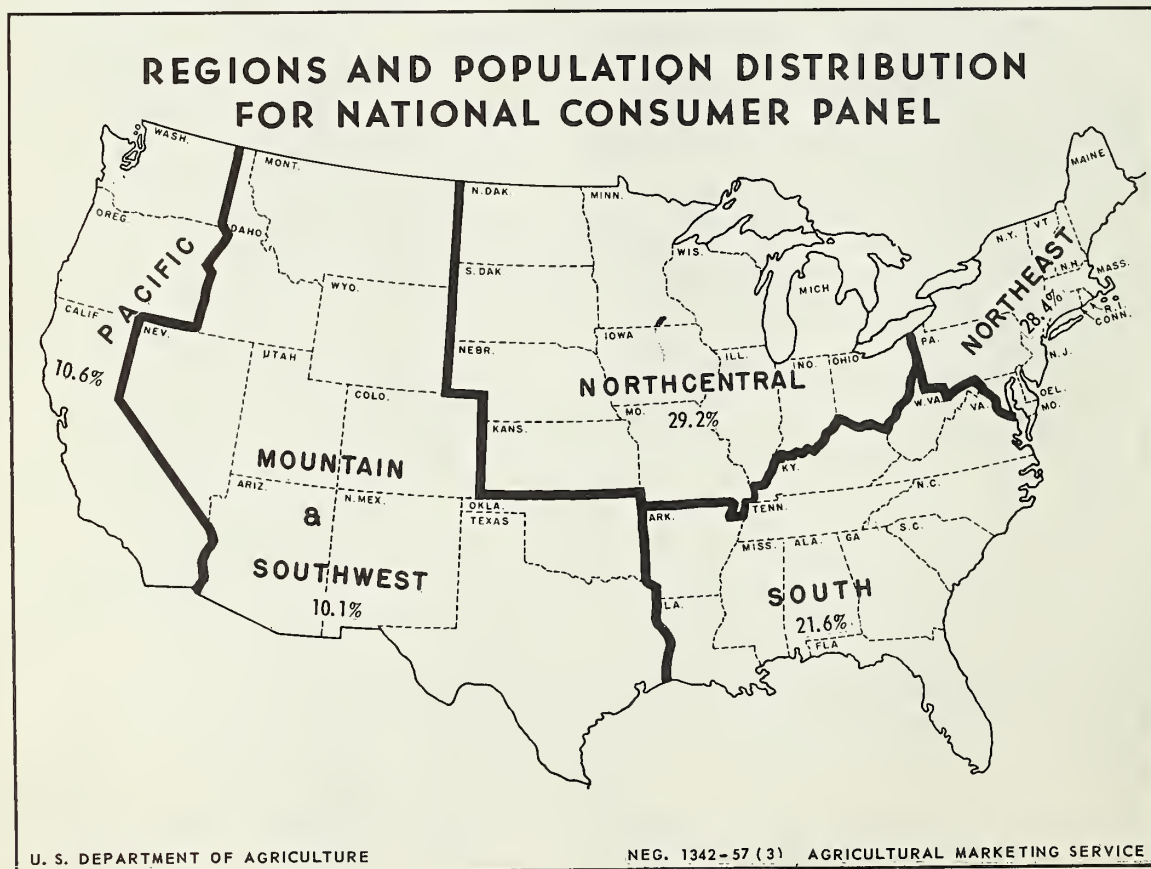
WASHINGTON 25, D.C.

FOREWORD

This series of quarterly reports summarizes data on purchases by householders of selected fresh citrus fruits, canned juices, frozen concentrated juices, and ades. These reports supplement the monthly series, "Consumer Purchases of Fruits and Juices," by providing information on household purchases of these products by geographic regions and by types of retail outlets.

This information is collected as part of a broad marketing research program directed toward improving and expanding markets for agricultural products. The data, which are provided by the Market Research Corporation of America under contract with the U. S. Department of Agriculture, represent estimates projected from a nationwide consumer panel of approximately 6,000 families. They show the general level of purchases of each product, trends in the range of purchases, retail prices, and other related factors of interest to those engaged in the marketing of the products.

The first of this series of reports covered October-December 1949. The series represents part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the Department of Agriculture are provided under authority of the Agricultural Marketing Act of 1946.



CONTENTS

| | <u>Page</u> |
|---|-------------|
| Summary..... | 5 |
| Frozen juices, chilled juice, and ades..... | 5 |
| Canned juices and fruit..... | 7 |
| Fresh fruit..... | 10 |

Tables

Quarterly consumer purchases, average price paid, average size of purchases, October-December 1955 to date, United States by regions and by type of retail outlet:

I. Frozen juices, chilled juice, and ades:

| | |
|---|----|
| Table 1 - Orange juice: By regions (fig. 1) with purchases per 1,000 capita..... | 12 |
| 2 - Orange juice: By type of retail outlet (fig. 2)..... | 13 |
| 3 - Lemonade: By regions, with purchases per 1,000 capita... | 14 |
| 4 - Lemonade: By type of retail outlet..... | 14 |
| 5 - Canned single-strength orangeade: By regions with purchases per 1,000 capita and type of retail outlet..... | 15 |
| 6 - Chilled and frozen juices, and concentrated ade: Current quarter only, by region with purchases per 1,000 capita, and by type of retail outlet..... | 16 |

II. Canned single-strength juices and fruit:

| | |
|---|----|
| Table 7 - Orange: By regions (fig. 3) with purchases per 1,000 capita..... | 17 |
| 8 - Orange: By type of retail outlet (fig. 4)..... | 18 |
| 9 - Citrus juices: United States (fig. 5)..... | 19 |
| 10 - Grapefruit: By region with purchases per 1,000 capita... | 20 |
| 11 - Grapefruit: By type of retail outlet..... | 20 |
| 12 - Canned single-strength juices and fruit: Current quarter only, by regions with purchases per 1,000 capita, and by type of retail outlet..... | 21 |

| | <u>Page</u> |
|--|-------------|
| III. <u>Fresh fruit:</u> | |
| A. <u>Orange</u> , U. S. and by State of origin | |
| Table 13 - Purchases by origin (fig. 6)..... | 22 |
| 14 - Purchases by region (fig. 7)..... | 23 |
| 15 - Average price and size of purchases by region with purchases per 1,000 capita..... | 24 |
| 16 - Purchases by types of retail outlet (fig. 8).... | 25 |
| 17 - Average price and size of purchase by type of retail outlet..... | 26 |
| B. <u>Grapefruit</u> , U. S. and by State of origin | |
| Table 18 - Purchases by origin (fig. 9)..... | 27 |
| 19 - Purchases by regions (fig. 10)..... | 28 |
| 20 - Average price and size of purchase by regions with purchases per 1,000 capita..... | 29 |
| 21 - Purchases by type of retail outlet (fig. 11).... | 30 |
| 22 - Average price and size of purchases by type of retail outlet..... | 31 |
| C. <u>Lemons</u> | |
| Table 23 - Data by regions (fig. 12)..... | 32 |
| 24 - Data by type of retail outlet (fig. 13)..... | 33 |

CONSUMER PURCHASES OF SELECTED FRUITS AND JUICES,
BY REGIONS AND RETAIL OUTLETS, JULY-SEPTEMBER 1957

: The data in this report represent estimated purchases of :
: specified fruits and juices by household consumers only. They :
: do not include purchases by restaurants, hospitals, hotels, or :
: other institutional outlets. :

SUMMARY

Household consumers purchased more frozen concentrated juices, frozen lemonade concentrate, single-strength juices, and fresh oranges, lemons and grapefruit in July-September 1957 than in the same quarter a year earlier. Purchases of single-strength juices increased in total, although buying of grapefruit and lemon juices declined.

Record volumes of frozen concentrated orange juice, frozen lemonade concentrate, single-strength orangeade, prune, and "other" single-strength juices were purchased by householders in the 1956-57 citrus marketing season (October 1956-September 1957). In contrast, purchases of fresh oranges and canned single-strength orange juice declined to the lowest recorded levels since this series began in 1949.

A customary 4-ounce serving of orange juice in 1956-57 cost consumers an average of 2.5 cents if prepared from the frozen concentrated product, 2.9 cents if prepared from canned single-strength juice, 3.6 cents if prepared from fresh Florida oranges, and 4.4 cents from chilled orange juice. The cost of a serving of orange juice from frozen concentrate declined in the 5-year period, 1952-53 through 1956-57, while prices paid for a serving from either canned single-strength orange juice or from fresh oranges increased.

Frozen juices, chilled juice, and ades: United States household consumers purchased 17.3 million gallons of frozen concentrated orange juice during July-September 1957, 16 percent more than in the corresponding quarter a year earlier (table 1). Purchases were down 7 percent, however, from April-June 1957 when buying was at the highest recorded level. Per capita purchases averaged 2.2 cans (6-ounce) for the period, ranging from 1.2 cans per person in the South to 3.2 cans in the Northeast. In comparison, July-September 1956 purchases averaged 2 cans per person, ranging from 1.1 cans in the South to 3 cans in the Northeast.

Consumers paid an average of 14.3 cents for a 6-ounce can of frozen concentrated orange juice in July-September 1957, slightly more than in the preceding quarter, but 17 percent less than a year earlier.

About 68.2 million gallons of frozen concentrated orange juice were purchased by householders in the 1956-57 marketing season, an increase of 8 percent over 1955-56. Per capita purchases averaged 8.8 cans in 1956-57. The greatest gain from the preceding year, both relative and absolute, occurred in the North Central region where per capita purchases for the first

time exceeded the national average. Buying averaged 13.1 cans per person for the year in the Northeast. However, in the Pacific, per capita purchases were slightly below the average, and in the Mountain-Southwest and South were roughly 25 and 50 percent, respectively, below the National average.

The quantity of frozen concentrated orange juice purchased in independent stores declined from the preceding year, but increased 9 and 17 percent, respectively, in national and regional chain stores (table 2).

Household purchases of frozen concentrated grapefruit juice in July-September 1957 were substantially lower than in October-December 1956 when reporting on this product was renewed. In the Northeast, the principal consuming region for this product, purchases were down 20 percent, while in the other regions the volume of purchases continued to be too small for analysis. In July-September 1957 prices paid for frozen concentrated grapefruit juice averaged 14.7 cents per 6-ounce can, somewhat higher than in October-December 1956 (table 6).

Purchases of frozen concentrated juices other than orange (but including grapefruit) totaled about 2 million gallons in July-September 1957, a moderate increase over the corresponding quarter a year earlier. However, the quantity purchased in 1956-57--7.6 million gallons--was down slightly from 1955-56.

Although household buying of chilled orange juice in July-September 1957 declined moderately from the preceding quarter, the 5.2 million gallons purchased was about 17 percent above the October-December 1956 level when the product was first reported. The volume of purchases increased substantially over October-December 1956 in the Northeast and in the South but lower purchases were reported for the other 3 regions (table 6).

Purchases of chilled orange juice amounted to 21.3 million gallons in the 1956-57 season, with nearly 60 percent of the total bought in the Northeast. Per capita purchases in that region averaged 1.1 quarts, compared with the national average of one-half quart.

Consumers paid an average of 35 cents a quart for chilled orange juice in July-September 1957, about 1 cent less than in October-December 1956. Prices in national chain stores, through which about 6 percent of the total quantity was purchased, averaged about 28 cents. In contrast, prices paid in "other" retail outlets (dairies, delicatessens, etc.), where about 50 percent of the total volume was purchased, averaged 37 cents a quart.

About 6.4 million gallons of frozen lemonade concentrate were purchased for home use in July-September 1957, a 38-percent increase in volume over the corresponding quarter a year earlier. The Northeastern and North Central regions each accounted for about one-third of the total quantity purchased and for most of the gain over the preceding year (tables 3 and 4). Per capita purchases in those 2 regions averaged nearly one 6-ounce can for the quarter. In the 3 other regions, per capita purchases ranged from 0.3 cans in the South to 1.3 cans in the Pacific.

Household purchases of frozen lemonade concentrate in the 1956-57 season were at a peak level of 11.8 million gallons, up one-third from the preceding year. Purchases in the United States averaged 1.5 cans per person for the year. About 11.5 cents was paid for a 6-ounce can of frozen lemonade concentrate in 1956-57, 2 cents less than in 1955-56.

Household consumer purchases of single-strength orangeade in July-September 1957 (1.9 million cases of 24 No. 2's) were about the same as in the preceding quarter, but were about 6 percent smaller than in July-September 1956. Moderate increases in volume from a year earlier were recorded in the South and Mountain-Southwest, but those gains were more than offset by declines in the 3 other regions. About 27 cents was paid for a 46-ounce can of single-strength orangeade in July-September 1957, approximately 1 cent more than a year earlier (table 5).

The 6.5 million cases of single-strength orangeade purchased during the 1956-57 marketing season represented a 6-percent gain in volume over the preceding year. Per capita purchases averaged 17 ounces in 1956-57 (about 16 ounces in 1955-56), ranging from 8 ounces in the Northeast to 24 ounces in the Mountain-Southwest.

Purchases of frozen orangeade concentrate totaled 113,000 gallons in the third quarter of 1957, a moderate increase from both the second quarter and July-September 1956. About three-fourths of the total was bought in the Northeastern region. Consumers paid about 13.5 cents per 6-ounce can for frozen orangeade concentrate during July-September 1957, nearly 2 cents less than a year earlier.

Household buying of shelf-pack orangeade in July-September 1957 (357,000 gallons) remained at the level of the preceding quarter, but was approximately 20 percent below the July-September 1956 level. Total purchases during the 1956-57 marketing season amounted to about 1.3 million gallons, about 20 percent less than in 1955-56. Nearly 60 percent of the shelf-pack orangeade purchased during the year was bought in the North Central States. Purchases in those States remained about the same as in 1955-56, but substantial declines were reported in the Mountain-Southwest and Pacific. Purchases in the 2 other regions continued to be too small for analysis (table 6).

Canned juices and fruit: The 3.7 million cases (equivalent 24 No. 2's) of canned single-strength orange juice purchased by householders in July-September 1957 was the largest volume bought during a quarter in 2 years. Buying was up one-third from a year earlier, with substantial gains in the Northeastern, North Central, and the Southern regions. Single-strength orange juice prices averaged about 30 cents per 46-ounce can in July-September 1957, down about 5 cents from the same period a year earlier (table 7).

Total household purchases of single-strength orange juice in the 1956-57 season amounted to 12.5 million cases, the lowest reported for any year in this series of data. In 1952-53, purchases amounted to 17.4 million cases

or about 19 percent of the total household purchases of single-strength juices. The proportion has declined each year since, and in 1956-57 purchases of single-strength orange juice accounted for only 13 percent of the total.

Per capita purchases of single-strength orange juice in the South averaged 42 ounces in 1956-57, considerably above the United States average of 33 ounces. In the 4 other regions, per capita purchases ranged from 23 ounces in the Pacific to 32 ounces in the Northeast.

The quantity of single-strength orange juice bought by householders rose about 10 percent from 1955-56 in regional chain stores, remained unchanged in national chains, but declined 10 percent in independent stores. An average of 33.3 cents was paid for a 46-ounce can of single-strength orange juice in 1956-57, down slightly from the preceding year (table 8).

Householders purchased 2.6 million cases (equivalent 24 No. 2's) of canned single-strength grapefruit juice in July-September 1957, a 13-percent decrease from both the preceding quarter and from July-September a year earlier. Purchases were down in all regions except the South where a moderate increase occurred. Consumers paid 27.4 cents for a 46-ounce can of grapefruit juice in July-September 1957, slightly more than a year earlier.

During 1956-57, a total of 11.2 million cases of single-strength grapefruit juice were purchased for home use, 17 percent less than in the preceding year and the lowest annual volume of purchases since 1952-53. Grapefruit juice comprised about 12 percent of the total purchases of single-strength juices in 1956-57, the same as in 1952-53, but below the 14 percent of 1955-56. Buying declined from 1955-56 in all regions, with the losses ranging from 8 percent in the Mountain-Southwest to 26 percent in the Pacific. Per capita purchases of grapefruit juice (from 26 ounces in the South to 39 ounces in the Mountain-Southwest) averaged 29 ounces in 1956-57, compared with 36 ounces in the preceding year (table 10).

Buying of single-strength grapefruit juice declined from 1955-56 in each of the 3 major types of retail outlets--national and regional chains and independent stores. The losses varied from 10 percent in independent stores to 26 percent in national chain stores. Consumers paid an average of 27.8 cents for a 46-ounce can of single-strength grapefruit juice in 1956-57, 2.5 cents more than in the preceding season (table 11).

About 266,000 cases (equivalent 24 No. 2's) of single-strength lemon juice were purchased for home use in July-September 1957, down moderately from the corresponding quarter a year earlier. The decline reflected lower purchases in the North Central and Pacific regions which more than offset a 14-percent gain in the Northeast. Single-strength lemon juice prices to consumers averaged 10.4 cents per $5\frac{1}{2}$ -6-ounce can in July-September 1957, a decrease of about 2 cents from the third quarter a year earlier.

Total purchases of single-strength lemon juice in 1956-57 amounted to 787,000 cases, a moderate increase over the preceding year. Gains were registered in all regions but the North Central where purchases fell 13 percent. Prices paid for a 5½-6-ounce can of single-strength lemon juice averaged 11.3 cents in 1956-57, 1 cent less than a year earlier (table 12).

Consumers purchased about 2 million cases (equivalent 24 No. 2's) of prune juice in both July-September 1956-57 and 1955-56. Regionally, the level of purchases also remained about the same except for a relatively large percentage increase in the Mountain-Southwest.

About 8.5 million cases (equivalent 24 No. 2's) of prune juice were purchased in 1956-57 reflecting a small increase over 1955-56. In both years prune juice comprised about 9 percent of the total purchases of single-strength juices. Buying of prune juice in regional chain stores was up 22 percent from 1955-56, but most of the gain was offset by a lower volume purchased in other types of retail outlets.

On a per capita basis, purchases of prune juice in the Northeastern region averaged about 43 ounces in 1956-57, 2 to 3 times more than in other regions. Prices paid for prune juice in the Northeast averaged about 31 cents a quart, 1 to 4 cents less than in other regions (table 12).

Householders purchased 5.3 million cases (equivalent 24 No. 2's) of tomato juice in July-September 1957, 22 percent more than in the same quarter in 1956. Although greater buying in the Northeast and North Central States accounted for most of the gain, relatively large increases also were scored in the South and Mountain-Southwest.

The 22.8 million cases of tomato juice purchased in 1956-57 represented a 13-percent increase over the preceding year, and reflected a rise in per capita purchases from 54 to 60 ounces. Tomato juice purchases accounted for 24 percent of all single-strength juices bought for home use in 1956-57, an increase of 2 percentage points from a year earlier. Purchases of tomato juice in regional chain stores rose 24 percent from 1955-56, compared with increases of 3 and 10 percent, respectively, in independents and national chains. In 1956-57, prices paid for tomato juice averaged about 27 cents per 46-ounce can, about .1 cent less than in the preceding year (table 12).

Purchases of single-strength juices not individually reported amounted to 10.3 million cases (equivalent 24 No. 2's) in July-September 1957, 13 percent more than in the corresponding quarter a year earlier. Total purchases of these "other" juices in 1956-57 amounted to 40.4 million cases, a 10-percent increase over the preceding year. Purchases increased in all regions except the Mountain-Southwest. "Other" juices comprised 42 percent of the total quantity of single-strength juices purchased in 1956-57, 2 percentage points more than in the preceding year and 5 points more than in 1952-53.

A total of 96.3 million cases (equivalent 24 No. 2's) of single-strength juices were purchased by householders in 1956-57 compared with 92.3 million cases in 1955-56. About three-fourths of the gain occurred in the Northeast, with the balance accounted for in the Pacific and North Central regions. The volume of purchases increased 14 percent in regional chain stores, remained about the same in the independents, but declined 4 percent in national chains. Per capita purchases of single-strength juices in 1956-57 averaged about 5.5 cans (46-ounce), slightly more than in the preceding year (table 12).

Consumers purchased 21 percent more canned grapefruit sections in July-September 1957 than in the preceding quarter. However, the volume continued below October-December 1956 when the product was first reported. Purchases increased substantially over that period in the Northeast and remained about the same in the South; relatively large declines were reported for the 3 other regions.

A total of 3.6 million cases of canned grapefruit sections were purchased by household consumers in 1956-57. Purchases averaged about 10.5 ounces per person varying from about 4 ounces in the South to 14 in the Northeast. The average price paid for canned grapefruit sections was 18.5 cents per No. 303 can (table 12).

Fresh fruit: Consumers purchased 3.9 million boxes of fresh oranges in July-September 1957, a slight increase over the corresponding quarter a year earlier. Buying was up slightly in all regions except the Pacific where a 10-percent decrease was reported. Purchases of Florida oranges--732,000 boxes--were up 46 percent from July-September 1956, reaching the highest third quarter level in 5 years. The volume of California-Arizona oranges bought, about two-thirds of the total, declined slightly from July-September 1956 while purchases of oranges unidentified as to origin--close to a half million boxes--remained about the same (tables 13-17).

Per capita purchases averaged nearly 5 oranges in the third quarter, varying from somewhat less than 3 in the South to about 8 in the Northeast. Householders paid about 49 cents for a dozen California-Arizona oranges in July-September 1957, up nearly 5 cents from a year earlier. In contrast, prices paid for Florida oranges averaged 46 cents, down 2.4 cents per dozen.

About 28.2 million boxes of fresh oranges were purchased by household consumers during the 1956-57 marketing season, the smallest annual total reported in this series beginning in 1949. Buying declined approximately 9 percent in both the South and Pacific, about 4 and 6 percent, respectively, in the Northeast and North Central States, but stayed about the same in the Mountain-Southwest. Per capita purchases, which averaged 3 dozen for the year, have declined each year since 1952-53 when the average was 4 dozen. During this 5-year period, annual purchases of California-Arizona oranges declined from about 2 to $1\frac{1}{4}$ dozens per person, while buying of Florida oranges declined from about $1\frac{1}{4}$ to 1 dozen per person. In 1956-57, prices paid for oranges averaged about 44.4 cents per dozen, slightly higher than in the preceding year.

Purchases of fresh grapefruit in July-September 1957 totaled 1.2 million boxes, 57 percent more than in the corresponding quarter a year earlier. Buying in the Northeast was doubled in volume and substantial gains were also reported for the South, North Central and Mountain-Southwest. In the Pacific purchases remained at about the same level (tables 18-22).

Florida grapefruit purchases (377,000 boxes) were up nearly 75 percent from July-September 1956 and were the largest third quarter volume since 1951 when purchases were first reported by production areas. Purchases of "unidentified" grapefruit (426,000 boxes) also were up 75 percent, while the quantity of California grapefruit increased about 26 percent.

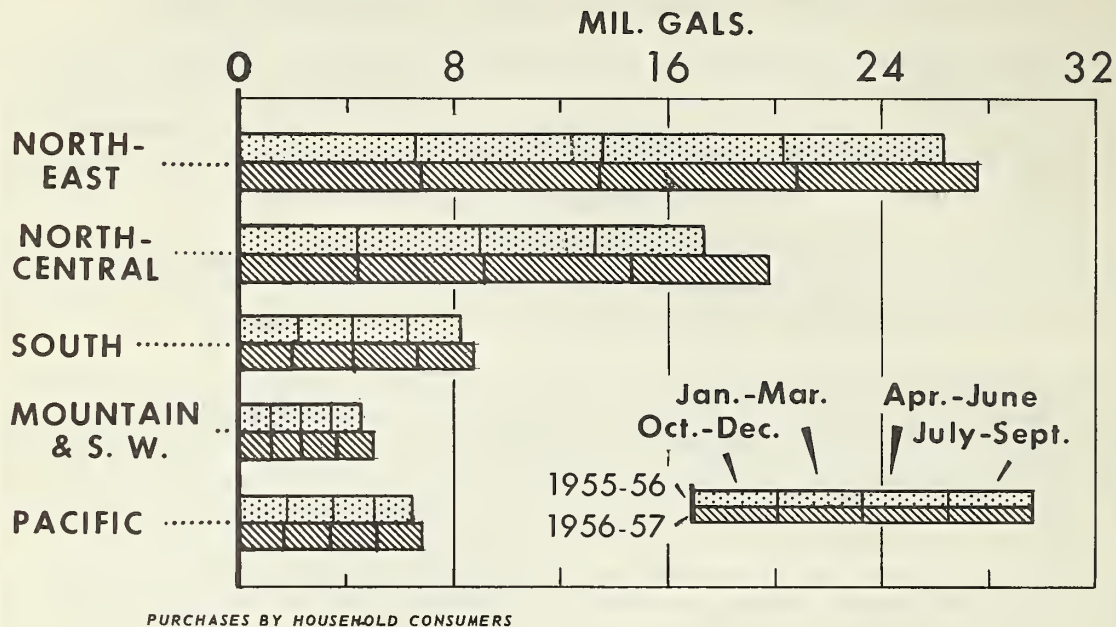
Prices paid for grapefruit in July-September 1957 averaged \$1.10 per dozen, the same as a year earlier; these were the highest prices reported paid by householders since April-June 1950.

The volume of fresh grapefruit bought in 1956-57 totaled 17.5 million boxes, down nearly 9 percent from the preceding year. This represents the first instance since 1952-53 that the purchase volume failed to gain over the preceding year. Most of the decline in volume from 1955-56 occurred in the Northeast, North Central, and Southern regions. Purchases averaged 8.2 grapefruit per capita for the United States in 1956-57, ranging from $4\frac{1}{2}$ grapefruit in the South to somewhat more than 10 in the North Central States. In comparison, buying averaged 8.8 grapefruit per person in 1955-56. Householders paid about 86 cents for a dozen grapefruit in 1956-57, 4 cents more than a year earlier.

Consumer purchases of lemons were 12 percent greater in July-September 1957 than in July-September 1956, with greater buying in the Southern and North Central regions accounting for most of the gain. Prices paid ranged from 36 cents per dozen in the South to 48 cents in the Northeast; the average was 42 cents a dozen, nearly 3 cents less than in 1955-56 (tables 23 and 24).

Both total purchases--4.3 million boxes--and regional purchases of lemons in 1956-57 were about the same as in 1955-56. Per capita purchases averaged about 9 lemons nationally during the year, ranging from 6 in the North Central to 14 in the South. Consumers paid about 44 cents for a dozen lemons in 1956-57, slightly less than in the preceding season.

FROZEN CONCENTRATED ORANGE JUICE PURCHASES BY REGIONS



U. S. DEPARTMENT OF AGRICULTURE

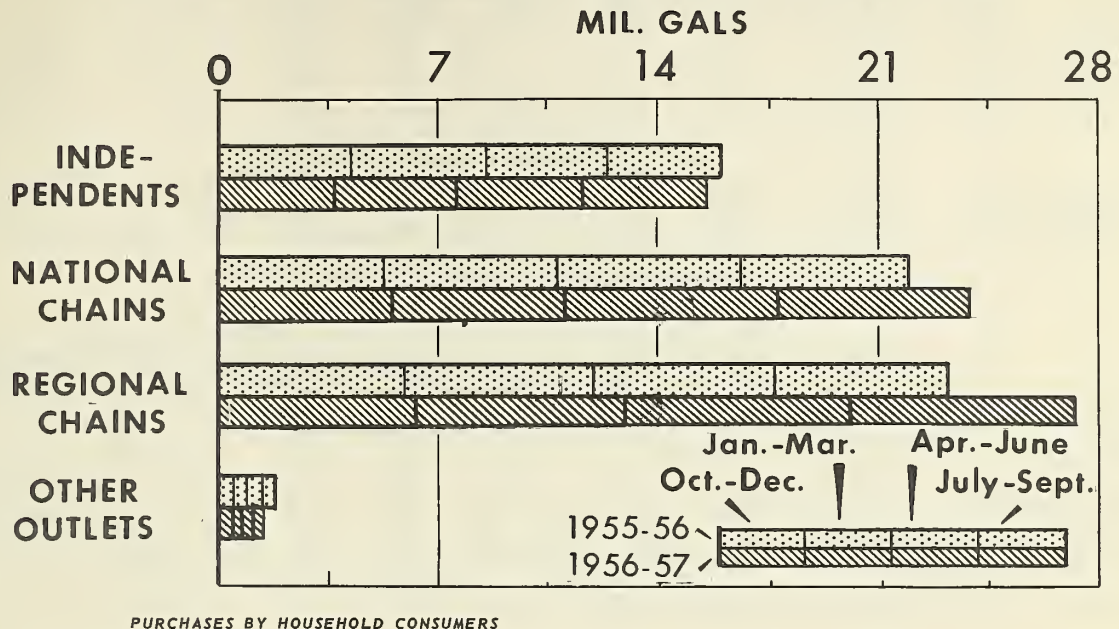
NEG. 3883-57(12) AGRICULTURAL MARKETING SERVICE

Figure 1

Table 1.--Frozen concentrated orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 6-ounce can | | | | | |
|-----------------------|--------------------------|---------------|---------------|---------------|--------------------|---------------|-------------------------------|------------|---------------|---------|--------------------|---------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 15,822 | 6,551 | 4,358 | 2,043 | 1,104 | 1,766 | 16.6 | 16.7 | 16.8 | 16.2 | 17.2 | 16.4 |
| January-March..... | 16,394 | 6,933 | 4,547 | 2,081 | 1,139 | 1,694 | 16.7 | 16.5 | 16.6 | 16.3 | 17.5 | 16.9 |
| April-June..... | 15,876 | 6,791 | 4,333 | 2,108 | 1,137 | 1,507 | 16.5 | 16.2 | 16.6 | 16.2 | 17.3 | 17.1 |
| July-September..... | 14,865 | 6,116 | 4,140 | 2,026 | 1,141 | 1,442 | 17.2 | 17.0 | 17.2 | 16.8 | 17.8 | 17.8 |
| Total..... | 62,957 | 26,391 | 17,378 | 8,258 | 4,521 | 6,409 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 15,911 | 6,793 | 4,371 | 1,937 | 1,157 | 1,653 | 16.8 | 16.5 | 16.7 | 16.5 | 17.7 | 17.2 |
| January-March..... | 16,522 | 6,657 | 4,765 | 2,194 | 1,233 | 1,673 | 16.1 | 16.0 | 15.8 | 16.1 | 16.9 | 16.2 |
| April-June..... | 18,495 | 7,460 | 5,429 | 2,506 | 1,340 | 1,760 | 14.2 | 14.0 | 14.0 | 14.2 | 15.1 | 14.7 |
| July-September..... | 17,255 | 6,712 | 5,233 | 2,230 | 1,387 | 1,693 | 14.3 | 14.3 | 14.0 | 13.8 | 14.9 | 14.7 |
| Total..... | 68,183 | 27,622 | 19,798 | 8,867 | 5,117 | 6,779 | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 19.2 | 18.8 | 19.2 | 19.9 | 17.7 | 20.2 | 98.2 | 148.1 | 94.7 | 52.7 | 67.5 | 111.4 |
| January-March..... | 19.9 | 19.6 | 20.4 | 20.6 | 17.9 | 20.3 | 101.6 | 157.7 | 99.0 | 54.0 | 67.2 | 106.3 |
| April-June..... | 20.1 | 20.0 | 20.0 | 21.1 | 19.1 | 20.1 | 97.9 | 154.1 | 94.0 | 53.7 | 67.7 | 94.0 |
| July-September..... | 19.5 | 19.6 | 19.4 | 20.5 | 18.1 | 19.4 | 92.0 | 138.6 | 90.0 | 52.5 | 70.4 | 86.5 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 20.4 | 20.5 | 20.5 | 20.4 | 18.6 | 20.9 | 97.6 | 151.9 | 94.3 | 50.0 | 69.8 | 99.3 |
| January-March..... | 21.3 | 21.0 | 22.1 | 21.0 | 19.7 | 22.0 | 100.6 | 148.0 | 101.6 | 56.7 | 73.3 | 99.2 |
| April-June..... | 23.0 | 23.2 | 23.5 | 23.8 | 20.6 | 22.7 | 111.9 | 166.2 | 115.2 | 63.8 | 76.5 | 104.0 |
| July-September..... | 22.0 | 21.7 | 23.1 | 22.2 | 19.8 | 22.1 | 104.0 | 148.4 | 111.1 | 56.9 | 79.7 | 99.4 |

WHERE CONSUMERS BUY FROZEN CONCENTRATED ORANGE JUICE



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3884-57 (12) AGRICULTURAL MARKETING SERVICE

Figure 2

Table 2.--Frozen concentrated orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 6-ounce can | | | | Average size of purchase | | | |
|-----------------------|--------------------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------|--------------------|--------------------------------|--------------------------------|--------------------|--------------------|--------------------------------|
| | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ | Independ- dent groceries | National chains | Regional chains | All retail outlets 1/ |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 4,262 | 5,251 | 5,907 | 15,822 | 17.7 | 15.9 | 16.4 | 16.6 | 17.8 | 20.2 | 19.1 | 19.2 |
| January-March..... | 4,272 | 5,580 | 6,064 | 16,394 | 18.0 | 15.8 | 16.3 | 16.7 | 18.2 | 20.9 | 19.9 | 19.9 |
| April-June..... | 3,867 | 5,799 | 5,755 | 15,876 | 18.1 | 15.5 | 16.1 | 16.5 | 17.7 | 21.6 | 20.3 | 20.1 |
| July-September..... | 3,631 | 5,331 | 5,471 | 14,865 | 18.6 | 16.3 | 17.0 | 17.2 | 17.2 | 21.1 | 19.6 | 19.5 |
| Total..... | 16,032 | 21,961 | 23,197 | 62,957 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 3,756 | 5,532 | 6,275 | 15,911 | 18.1 | 16.1 | 16.4 | 16.8 | 17.8 | 22.0 | 20.8 | 20.4 |
| January-March..... | 3,852 | 5,529 | 6,724 | 16,522 | 17.4 | 15.4 | 15.6 | 16.1 | 18.3 | 22.8 | 22.0 | 21.3 |
| April-June..... | 4,095 | 6,842 | 7,253 | 18,495 | 15.8 | 13.3 | 13.8 | 14.2 | 19.8 | 25.6 | 23.3 | 23.0 |
| July-September..... | 3,909 | 6,049 | 6,967 | 17,255 | 16.0 | 13.4 | 13.8 | 14.3 | 18.5 | 24.4 | 22.7 | 22.0 |
| Total..... | 15,612 | 23,952 | 27,219 | 68,183 | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

Table 3.--Frozen concentrate for lemonade: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 6-ounce can | | | | | |
|-----------------------|--------------------------|---------------|---------------|---------------|--------------------|---------------|-------------------------------|------------|---------------|---------|--------------------|---------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 593 | 142 | 142 | 88 | 100 | 121 | 14.1 | 14.7 | 14.6 | 14.8 | 14.0 | 13.3 |
| January-March..... | 528 | 111 | 148 | 63 | 92 | 114 | 14.7 | 14.8 | 15.2 | 15.0 | 15.3 | 13.8 |
| April-June..... | 3,118 | 979 | 1,092 | 307 | 375 | 365 | 13.7 | 14.1 | 13.9 | 14.4 | 13.9 | 12.3 |
| July-September..... | 4,627 | 1,632 | 1,394 | 419 | 430 | 752 | 13.2 | 13.7 | 13.3 | 14.2 | 13.5 | 11.9 |
| Total..... | 8,866 | 2,864 | 2,776 | 877 | 997 | 1,352 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 718 | 180 | 203 | 71 | 92 | 172 | 13.8 | 14.9 | 13.4 | 14.8 | 15.4 | 12.5 |
| January-March..... | 664 | 160 | 201 | 62 | 104 | 137 | 14.1 | 15.1 | 13.8 | 14.8 | 15.9 | 12.2 |
| April-June..... | 4,015 | 1,615 | 1,082 | 349 | 376 | 593 | 11.4 | 11.5 | 11.6 | 11.9 | 11.9 | 10.4 |
| July-September..... | 6,367 | 2,033 | 2,085 | 608 | 612 | 1,029 | 11.0 | 11.4 | 11.1 | 11.5 | 11.5 | 9.9 |
| Total..... | 11,764 | 3,988 | 3,571 | 1,090 | 1,184 | 1,931 | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 15.5 | 13.3 | 17.4 | 16.3 | 16.6 | 14.6 | 3.7 | 3.2 | 3.1 | 2.3 | 6.1 | 7.6 |
| January-March..... | 14.3 | 12.4 | 16.9 | 13.0 | 14.7 | 13.9 | 3.3 | 2.5 | 3.2 | 1.6 | 5.4 | 7.2 |
| April-June..... | 18.1 | 17.2 | 19.3 | 17.7 | 17.9 | 17.9 | 19.2 | 22.2 | 23.7 | 7.8 | 22.3 | 22.8 |
| July-September..... | 19.6 | 18.0 | 22.1 | 18.4 | 18.1 | 20.5 | 28.6 | 37.0 | 30.3 | 10.9 | 26.5 | 45.1 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 15.3 | 14.6 | 18.5 | 15.9 | 12.7 | 15.2 | 4.4 | 4.0 | 4.4 | 1.8 | 5.5 | 10.3 |
| January-March..... | 16.1 | 15.0 | 18.6 | 14.0 | 13.6 | 17.6 | 4.0 | 3.6 | 4.3 | 1.6 | 6.2 | 8.1 |
| April-June..... | 21.9 | 22.4 | 21.7 | 20.4 | 20.4 | 22.8 | 24.3 | 36.0 | 23.0 | 8.9 | 22.0 | 35.0 |
| July-September..... | 22.9 | 21.4 | 23.1 | 22.6 | 21.7 | 25.4 | 38.4 | 44.9 | 44.3 | 15.5 | 35.2 | 60.5 |

Table 4.--Frozen concentrate for lemonade: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 6-ounce can | | | | Average size of purchase | | | |
|-----------------------|-----------------------|-----------------|-----------------|--------------------|-------------------------------|-----------------|-----------------|--------------------|--------------------------|-----------------|-----------------|--------------------|
| | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 131 | 211 | 210 | 593 | 15.2 | 13.8 | 13.3 | 14.1 | 14.4 | 16.1 | 15.0 | 15.5 |
| January-March..... | 137 | 186 | 164 | 528 | 16.8 | 14.2 | 14.0 | 14.7 | 12.5 | 14.2 | 14.6 | 14.3 |
| April-June..... | 792 | 1,013 | 1,240 | 3,118 | 14.9 | 13.1 | 13.2 | 13.7 | 16.1 | 18.4 | 18.9 | 18.1 |
| July-September..... | 1,027 | 1,493 | 2,019 | 4,627 | 14.6 | 12.8 | 12.7 | 13.2 | 16.9 | 20.6 | 20.8 | 19.6 |
| Total..... | 2,087 | 2,903 | 3,633 | 8,866 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 146 | 250 | 282 | 718 | 15.5 | 13.6 | 13.1 | 13.8 | 13.8 | 16.3 | 14.9 | 15.3 |
| January-March..... | 173 | 181 | 271 | 664 | 15.7 | 13.5 | 13.2 | 14.1 | 14.9 | 14.9 | 16.7 | 16.1 |
| April-June..... | 928 | 1,234 | 1,785 | 4,015 | 12.6 | 11.0 | 10.9 | 11.4 | 19.7 | 22.7 | 22.5 | 21.9 |
| July-September..... | 1,436 | 1,999 | 2,834 | 6,367 | 12.0 | 10.7 | 10.5 | 11.0 | 20.2 | 23.5 | 24.2 | 22.9 |
| Total..... | 2,683 | 3,654 | 5,172 | 11,764 | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

Table 5.--Canned single-strength orangeade: Consumer purchases, average price paid, average size of purchase and purchases per 1,000 capita, United States by regions and type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | | | |
|--------------------------------|--------------------|----------------|----------------|----------------|--------------------|----------------|-----------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | |
| | | North-east | North Central | South | Mountain-Southwest | Pacific | Independent groceries | National chains | Regional chains |
| | | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ |
| 1955-56 | | | | | | | | | |
| October-December..... | 1,071 | 150 | 343 | 298 | 159 | 121 | 335 | 330 | 372 |
| January-March..... | 1,277 | 181 | 418 | 341 | 197 | 140 | 467 | 310 | 470 |
| April-June..... | 1,758 | 278 | 612 | 437 | 230 | 201 | 628 | 433 | 657 |
| July-September..... | 1,981 | 264 | 700 | 465 | 257 | 295 | 786 | 421 | 755 |
| 1956-57 | | | | | | | | | |
| October-December..... | 1,428 | 185 | 535 | 378 | 179 | 151 | 534 | 323 | 561 |
| January-March..... | 1,353 | 204 | 481 | 331 | 190 | 147 | 586 | 255 | 489 |
| April-June..... | 1,828 | 235 | 622 | 431 | 296 | 244 | 746 | 425 | 629 |
| July-September..... | 1,854 | 237 | 600 | 490 | 273 | 254 | 734 | 437 | 660 |
| Average price per 46-ounce can | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | |
| October-December..... | 27.7 | 27.6 | 28.3 | 27.8 | 26.8 | 27.3 | 28.2 | 26.9 | 27.8 |
| January-March..... | 27.9 | 28.7 | 28.0 | 28.2 | 26.9 | 27.6 | 28.2 | 27.1 | 28.1 |
| April-June..... | 26.8 | 27.3 | 26.4 | 27.2 | 26.9 | 26.3 | 27.2 | 26.4 | 26.7 |
| July-September..... | 26.2 | 27.3 | 26.0 | 27.5 | 25.9 | 24.7 | 26.8 | 25.7 | 25.7 |
| 1956-57 | | | | | | | | | |
| October-December..... | 27.4 | 28.7 | 27.0 | 28.1 | 27.1 | 26.6 | 27.7 | 27.7 | 26.8 |
| January-March..... | 27.5 | 27.6 | 27.0 | 28.0 | 27.6 | 27.8 | 27.4 | 27.9 | 27.5 |
| April-June..... | 26.9 | 27.6 | 26.4 | 27.3 | 27.3 | 26.4 | 27.0 | 27.3 | 26.6 |
| July-September..... | 27.1 | 27.9 | 27.1 | 28.1 | 26.5 | 26.2 | 27.3 | 27.1 | 27.0 |
| Average size of purchase | | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | |
| October-December..... | 63.2 | 58.7 | 67.3 | 60.4 | 62.9 | 64.5 | 66.5 | 61.3 | 61.9 |
| January-March..... | 65.3 | 58.8 | 69.2 | 62.2 | 67.5 | 65.9 | 69.2 | 64.3 | 62.5 |
| April-June..... | 72.3 | 62.3 | 78.2 | 65.9 | 71.3 | 83.5 | 75.0 | 71.8 | 70.0 |
| July-September..... | 74.2 | 62.5 | 82.0 | 67.0 | 68.9 | 85.8 | 76.2 | 74.1 | 72.4 |
| 1956-57 | | | | | | | | | |
| October-December..... | 71.4 | 63.9 | 78.9 | 68.4 | 63.9 | 74.7 | 71.7 | 65.9 | 75.0 |
| January-March..... | 71.1 | 67.1 | 76.2 | 68.7 | 67.8 | 71.8 | 74.0 | 64.1 | 71.8 |
| April-June..... | 76.1 | 65.8 | 79.7 | 67.8 | 74.2 | 93.0 | 78.6 | 75.5 | 74.0 |
| July-September..... | 76.2 | 62.9 | 78.6 | 68.9 | 75.6 | 94.6 | 76.6 | 77.8 | 74.2 |
| Purchases per 1,000 capita | | | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | |
| | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | | | |
| 1955-56 | | | | | | | | | |
| October-December..... | 6.6 | 3.4 | 7.5 | 7.7 | 9.7 | 7.6 | | | |
| January-March..... | 7.9 | 4.1 | 9.1 | 8.8 | 11.6 | 8.8 | | | |
| April-June..... | 10.8 | 6.3 | 13.3 | 11.1 | 13.7 | 12.5 | | | |
| July-September..... | 12.3 | 6.0 | 15.2 | 12.1 | 15.8 | 17.7 | | | |
| 1956-57 | | | | | | | | | |
| October-December..... | 8.8 | 4.1 | 11.5 | 9.8 | 10.8 | 9.1 | | | |
| January-March..... | 8.2 | 4.5 | 10.3 | 8.5 | 11.3 | 8.7 | | | |
| April-June..... | 11.1 | 5.2 | 13.2 | 11.0 | 17.3 | 14.4 | | | |
| July-September..... | 11.2 | 5.2 | 12.7 | 12.5 | 15.7 | 14.9 | | | |

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessens and department stores, roadside markets and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 6.--Chilled and frozen juices, and concentrated ade: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, July-September 1957

| Item | Consumer purchases | | | | | | | | |
|---|--------------------|---------------|---------------|---------------|--------------------|---------------|-----------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | |
| | | Northeast | North Central | South | Mountain-Southwest | Pacific | Independent groceries | National chains | Regional chains |
| | | | | | | | | | |
| | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons | 1,000 gallons |
| Frozen concentrated grapefruit juice..... | 191 | 73 | 2/ | 2/ | 2/ | 2/ | 56 | 2/ | 74 |
| Chilled orange juice..... | 5,162 | 3,242 | 865 | 814 | 106 | 135 | 1,487 | 320 | 814 |
| Concentrated shelf-pack orangeade..... | 357 | 2/ | 210 | 2/ | 58 | 38 | 130 | 83 | 139 |
| Average price per can 3/ | | | | | | | | | |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Frozen concentrated grapefruit juice..... | 14.7 | 14.5 | 2/ | 2/ | 2/ | 2/ | 15.9 | 2/ | 14.2 |
| Chilled orange juice..... | 35.3 | 34.4 | 36.0 | 34.8 | 33.5 | 46.6 | 34.8 | 27.6 | 33.3 |
| Concentrated shelf-pack orangeade..... | 16.8 | 2/ | 17.0 | 2/ | 16.7 | 16.9 | 16.9 | 16.4 | 16.9 |
| Average size of purchase | | | | | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| Frozen concentrated grapefruit juice..... | 13.8 | 14.3 | 2/ | 2/ | 2/ | 2/ | 12.6 | 2/ | 12.1 |
| Chilled orange juice..... | 39.9 | 40.2 | 40.7 | 41.8 | 34.8 | 30.4 | 42.0 | 41.6 | 36.1 |
| Concentrated shelf-pack orangeade..... | 17.3 | 2/ | 19.9 | 2/ | 18.4 | 12.5 | 17.8 | 16.5 | 17.4 |
| Purchases per 1,000 capita | | | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | |
| | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons | Gallons |
| Frozen concentrated grapefruit juice..... | 1.1 | 1.6 | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ | 2/ |
| Chilled orange juice..... | 31.1 | 71.7 | 18.4 | 20.8 | 6.1 | 7.9 | | | |
| Concentrated shelf-pack orangeade..... | 2.2 | 2/ | 4.5 | 2/ | 3.3 | 2.2 | | | |

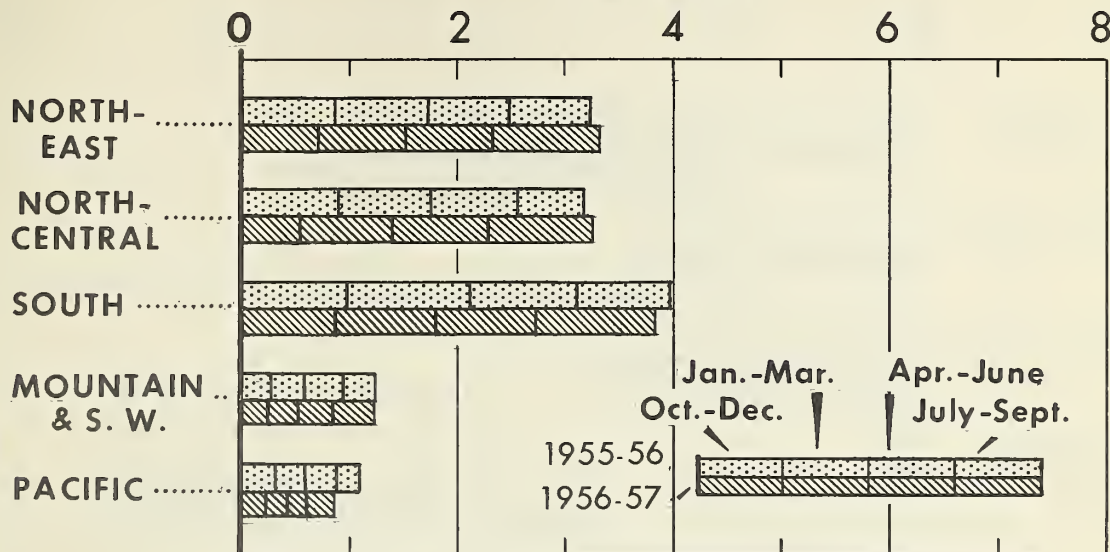
1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

2/ Too few purchases reported for analysis.

3/ 6-ounce can, except chilled orange juice, per equivalent quart.

CANNED ORANGE JUICE PURCHASES BY REGIONS

MIL. CASES*



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3885-57 (12)

AGRICULTURAL MARKETING SERVICE

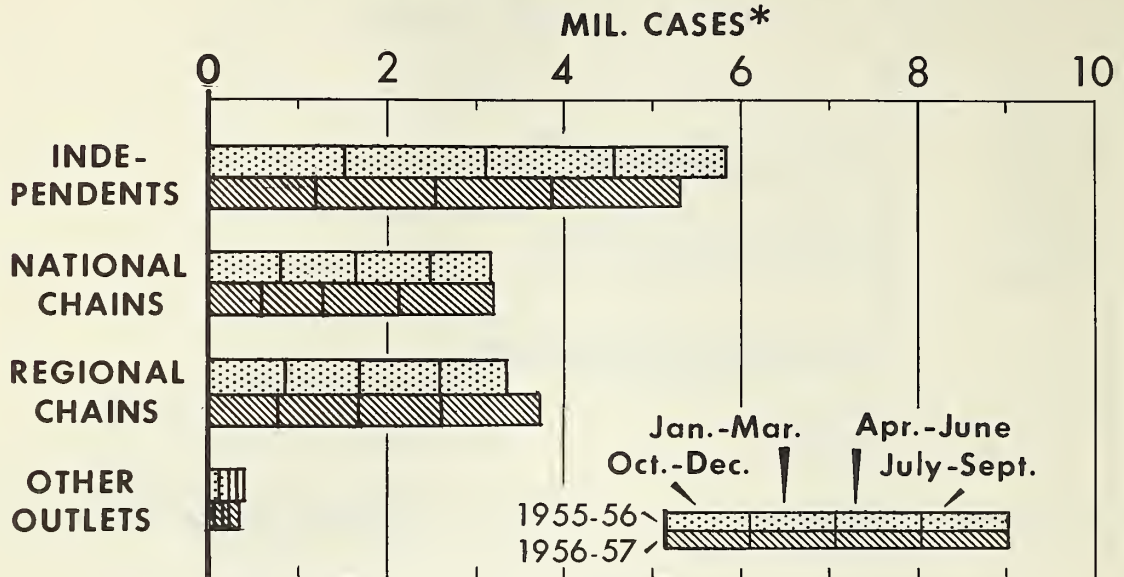
Figure 3

Table 7.--Canned single-strength orange juice: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | |
|-----------------------|--------------------------|----------------|----------------|----------------|--------------------|----------------|--------------------------------|------------|---------------|----------|--------------------|----------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 3,351 | 840 | 892 | 992 | 284 | 343 | 32.7 | 31.8 | 32.6 | 31.2 | 34.9 | 35.7 |
| January-March..... | 3,450 | 854 | 863 | 1,118 | 338 | 277 | 33.1 | 31.7 | 33.3 | 31.9 | 34.9 | 37.2 |
| April-June..... | 3,195 | 793 | 832 | 991 | 323 | 256 | 34.1 | 32.0 | 34.0 | 33.1 | 36.8 | 38.2 |
| July-September..... | 2,755 | 724 | 598 | 890 | 313 | 230 | 35.8 | 35.3 | 36.6 | 34.2 | 37.4 | 39.5 |
| Total..... | 12,751 | 3,211 | 3,185 | 3,991 | 1,258 | 1,106 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 2,631 | 714 | 590 | 848 | 253 | 226 | 36.4 | 35.8 | 37.2 | 34.7 | 38.7 | 39.6 |
| January-March..... | 3,032 | 799 | 808 | 937 | 285 | 203 | 34.5 | 34.1 | 34.5 | 33.1 | 36.3 | 39.3 |
| April-June..... | 3,186 | 822 | 907 | 945 | 316 | 196 | 32.8 | 31.5 | 32.2 | 32.3 | 35.4 | 37.1 |
| July-September..... | 3,673 | 992 | 953 | 1,079 | 391 | 258 | 30.5 | 29.1 | 29.9 | 29.9 | 32.8 | 35.4 |
| Total..... | 12,522 | 3,327 | 3,258 | 3,809 | 1,245 | 883 | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 55.3 | 56.8 | 54.9 | 56.0 | 53.9 | 53.4 | 20.8 | 19.0 | 19.4 | 25.6 | 17.4 | 21.6 |
| January-March..... | 54.7 | 56.2 | 57.6 | 53.6 | 55.0 | 49.5 | 21.4 | 19.4 | 18.8 | 29.0 | 19.9 | 17.4 |
| April-June..... | 54.3 | 54.9 | 61.5 | 52.4 | 52.9 | 47.7 | 19.7 | 18.0 | 18.0 | 25.3 | 19.2 | 16.0 |
| July-September..... | 52.5 | 54.6 | 53.4 | 51.7 | 51.8 | 50.1 | 17.1 | 16.4 | 13.0 | 23.1 | 19.3 | 13.8 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 52.0 | 55.8 | 52.8 | 52.5 | 46.7 | 47.8 | 16.1 | 15.9 | 12.7 | 21.9 | 15.3 | 13.6 |
| January-March..... | 54.8 | 58.3 | 56.0 | 55.2 | 50.9 | 47.6 | 18.4 | 17.8 | 17.2 | 24.2 | 17.0 | 12.0 |
| April-June..... | 56.6 | 63.4 | 55.6 | 55.6 | 53.0 | 52.9 | 19.3 | 18.3 | 19.2 | 24.1 | 18.5 | 11.6 |
| July-September..... | 58.4 | 63.8 | 60.4 | 56.1 | 54.9 | 55.7 | 22.1 | 21.9 | 20.2 | 27.6 | 22.5 | 15.2 |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

WHERE CONSUMERS BUY CANNED ORANGE JUICE



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3886-57, (12) AGRICULTURAL MARKETING SERVICE.

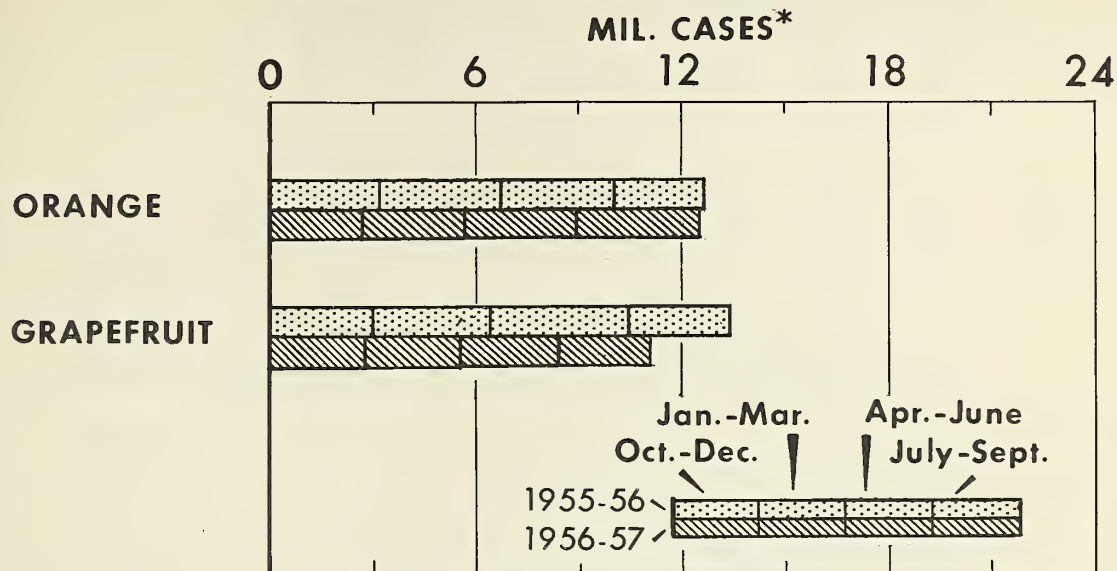
Figure 4

Table 8.--Canned single-strength orange juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 46-ounce can | | | | Average size of purchase | | | |
|-----------------------|--------------------|----------|----------|----------|--------------------------------|----------|----------|---------|--------------------------|----------|----------|---------|
| | Independ- | National | Regional | All | Independ- | National | Regional | All | Independ- | National | Regional | All |
| | dent | chains | chains | retail | dent | chains | chains | retail | dent | chains | chains | retail |
| | groceries: | chains | chains | outlets | groceries: | chains | chains | outlets | groceries: | chains | chains | outlets |
| | 1,000 | 1,000 | 1,000 | 1,000 | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| | cases 2/ | cases 2/ | cases 2/ | cases 2/ | | | | | | | | |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 1,523 | 812 | 894 | 3,351 | 33.9 | 30.8 | 31.8 | 32.7 | 54.9 | 56.4 | 55.6 | 55.3 |
| January-March..... | 1,627 | 862 | 864 | 3,450 | 34.7 | 30.4 | 32.2 | 33.1 | 54.0 | 57.5 | 54.5 | 54.7 |
| April-June..... | 1,427 | 816 | 857 | 3,195 | 35.8 | 31.5 | 33.2 | 34.1 | 53.7 | 57.2 | 52.9 | 54.3 |
| July-September..... | 1,272 | 660 | 754 | 2,755 | 36.7 | 34.2 | 35.6 | 35.8 | 52.4 | 54.7 | 50.8 | 52.5 |
| Total..... | 5,849 | 3,150 | 3,369 | 12,751 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 1,189 | 570 | 797 | 2,631 | 37.6 | 34.7 | 35.6 | 36.4 | 50.6 | 56.7 | 51.7 | 52.0 |
| January-March..... | 1,347 | 698 | 904 | 3,032 | 35.9 | 32.6 | 33.6 | 34.5 | 54.3 | 60.7 | 52.1 | 54.3 |
| April-June..... | 1,325 | 873 | 910 | 3,186 | 34.8 | 30.0 | 32.1 | 32.8 | 54.9 | 61.4 | 55.5 | 56.6 |
| July-September..... | 1,422 | 1,067 | 1,095 | 3,673 | 32.5 | 27.3 | 30.2 | 30.5 | 56.8 | 64.1 | 56.2 | 58.4 |
| Total..... | 5,283 | 3,208 | 3,706 | 12,522 | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.
2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

CONSUMER PURCHASES OF CANNED CITRUS JUICES



*EQUIVALENT CASES OF 24 NO. 2 CANS PURCHASED BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3887-57(12) AGRICULTURAL MARKETING SERVICE

Figure 5

Table 9.--Canned citrus juices: Consumer purchases by quarters, October-December 1955 to date

| Period | Orange | | Grapefruit | |
|-----------------------|-------------------|-------------------|-------------------|-------------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ |
| October-December..... | 2,631 | 3,351 | 2,663 | 3,059 |
| January-March..... | 3,032 | 3,450 | 2,852 | 3,380 |
| April-June..... | 3,186 | 3,195 | 3,030 | 3,931 |
| July-September..... | 3,673 | 2,755 | 2,627 | 3,040 |
| Total..... | 12,522 | 12,751 | 11,172 | 13,410 |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 10.--Canned single-strength grapefruit juice: Consumer purchases average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per 46-ounce can | | | | | |
|-----------------------|--------------------------|----------------|----------------|----------------|--------------------|----------------|--------------------------------|------------|---------------|----------|--------------------|----------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | 1,000 cases 1/ | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 3,059 | 795 | 801 | 641 | 369 | 453 | 25.3 | 24.6 | 25.4 | 24.2 | 26.1 | 26.3 |
| January-March..... | 3,380 | 874 | 979 | 725 | 403 | 399 | 24.9 | 23.8 | 24.5 | 23.6 | 26.6 | 27.0 |
| April-June..... | 3,931 | 1,133 | 1,135 | 720 | 482 | 461 | 24.5 | 23.3 | 23.8 | 23.3 | 26.2 | 26.9 |
| July-September..... | 3,040 | 851 | 790 | 583 | 408 | 403 | 26.7 | 26.0 | 25.9 | 25.3 | 27.6 | 28.0 |
| Total..... | 13,410 | 3,653 | 3,705 | 2,674 | 1,662 | 1,716 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 2,663 | 692 | 761 | 482 | 397 | 331 | 28.2 | 26.9 | 28.2 | 26.8 | 29.7 | 29.9 |
| January-March..... | 2,852 | 767 | 761 | 586 | 440 | 298 | 28.0 | 27.5 | 27.8 | 27.5 | 28.2 | 29.5 |
| April-June..... | 3,030 | 888 | 733 | 703 | 373 | 333 | 27.5 | 27.1 | 26.8 | 27.3 | 27.2 | 29.5 |
| July-September..... | 2,627 | 765 | 623 | 611 | 326 | 302 | 27.4 | 26.7 | 26.8 | 27.0 | 27.7 | 29.8 |
| Total..... | 11,172 | 3,112 | 2,878 | 2,382 | 1,536 | 1,264 | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ | Cases 1/ |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 63.7 | 63.8 | 66.1 | 62.4 | 62.2 | 63.5 | 19.0 | 18.0 | 17.4 | 16.5 | 22.5 | 28.6 |
| January-March..... | 65.8 | 62.8 | 72.3 | 67.5 | 62.3 | 62.7 | 21.0 | 19.9 | 21.3 | 18.8 | 23.8 | 25.0 |
| April-June..... | 66.9 | 64.0 | 75.3 | 64.5 | 63.8 | 66.0 | 24.2 | 25.7 | 24.6 | 18.3 | 28.7 | 28.7 |
| July-September..... | 62.1 | 61.1 | 64.5 | 59.3 | 62.3 | 64.3 | 18.8 | 19.3 | 17.2 | 15.3 | 25.2 | 24.2 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 61.4 | 62.6 | 62.8 | 56.8 | 63.6 | 61.9 | 16.3 | 15.5 | 16.4 | 12.5 | 23.9 | 19.9 |
| January-March..... | 63.6 | 59.2 | 68.2 | 61.6 | 67.1 | 63.1 | 17.4 | 17.0 | 16.2 | 15.2 | 26.2 | 17.7 |
| April-June..... | 64.6 | 64.0 | 68.6 | 61.9 | 63.2 | 66.8 | 18.3 | 19.8 | 15.6 | 17.9 | 21.8 | 19.7 |
| July-September..... | 62.1 | 63.4 | 68.5 | 59.8 | 58.4 | 60.2 | 15.8 | 16.9 | 13.2 | 15.6 | 18.7 | 17.7 |

1/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 11.--Canned single-strength grapefruit juice: Consumer purchases, average price paid, and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per 46-ounce can | | | | Average size of purchase | | | |
|-----------------------|-----------------------|-----------------|-----------------|--------------------|--------------------------------|-----------------|-----------------|--------------------|--------------------------|-----------------|-----------------|--------------------|
| | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets | Independent groceries | National chains | Regional chains | All retail outlets |
| | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | Cents | Cents | Cents | Cents | Ounces | Ounces | Ounces | Ounces |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 1,047 | 1,133 | 844 | 3,059 | 27.3 | 23.8 | 24.6 | 25.3 | 57.9 | 69.5 | 65.1 | 63.7 |
| January-March..... | 1,053 | 1,272 | 1,018 | 3,380 | 26.8 | 23.2 | 24.7 | 24.9 | 60.9 | 72.7 | 64.7 | 65.8 |
| April-June..... | 1,288 | 1,357 | 1,242 | 3,931 | 26.7 | 22.7 | 23.8 | 24.5 | 62.0 | 74.1 | 66.8 | 66.9 |
| July-September..... | 1,005 | 1,034 | 976 | 3,040 | 28.6 | 25.0 | 26.1 | 26.7 | 56.1 | 71.2 | 62.1 | 62.1 |
| Total..... | 4,393 | 4,796 | 4,080 | 13,410 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 981 | 802 | 854 | 2,663 | 29.9 | 26.6 | 27.5 | 28.2 | 56.0 | 68.0 | 64.2 | 61.4 |
| January-March..... | 1,053 | 887 | 870 | 2,852 | 29.7 | 26.3 | 27.3 | 28.0 | 59.3 | 74.5 | 61.4 | 63.6 |
| April-June..... | 1,060 | 965 | 966 | 3,030 | 29.4 | 25.5 | 26.8 | 27.5 | 60.1 | 73.5 | 63.7 | 64.6 |
| July-September..... | 861 | 892 | 842 | 2,627 | 28.8 | 26.2 | 26.9 | 27.4 | 55.2 | 71.9 | 63.3 | 62.1 |
| Total..... | 3,955 | 3,546 | 3,532 | 11,172 | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessens and department stores, roadside markets and fruit stands.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

Table 12.--Canned single-strength juices and fruit: Consumer purchases, average price paid, average size of purchase, and purchase per 1,000 capita, United States by regions and type of retail outlets, July-September 1957

| Item | Consumer purchases | | | | | | | | |
|------------------------------------|--------------------|----------------------------|----------------|----------------|--------------------|----------------|-----------------------|-----------------|-----------------|
| | United States | Region | | | | | Retail outlet 1/ | | |
| | | North-east | North Central | South | Mountain-Southwest | Pacific | Independent groceries | National chains | Regional chains |
| | | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ | 1,000 cases 2/ |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 3,673 | 992 | 953 | 1,079 | 391 | 258 | 1,422 | 1,067 | 1,095 |
| Grapefruit..... | 2,627 | 765 | 623 | 611 | 326 | 302 | 861 | 892 | 842 |
| Lemon..... | 266 | 108 | 80 | 24 | 19 | 35 | 69 | 84 | 110 |
| Prune..... | 2,020 | 1,048 | 341 | 278 | 198 | 155 | 592 | 479 | 932 |
| Tomato..... | 5,335 | 1,897 | 1,371 | 699 | 566 | 802 | 1,518 | 1,364 | 2,360 |
| All single-strength juices 3/..... | 24,252 | 9,291 | 5,608 | 4,136 | 2,323 | 2,894 | 7,530 | 6,603 | 9,753 |
| Canned grapefruit sections..... | 950 | 392 | 313 | 89 | 57 | 99 | 270 | 345 | 331 |
| | | | | | | | | | |
| | | Average price per can 4/ | | | | | | | |
| | | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 30.5 | 29.1 | 29.9 | 29.9 | 32.8 | 35.4 | 32.5 | 27.3 | 30.2 |
| Grapefruit..... | 27.4 | 26.7 | 26.8 | 27.0 | 27.7 | 29.8 | 28.8 | 26.2 | 26.9 |
| Lemon..... | 10.4 | 10.7 | 10.8 | 10.0 | 11.5 | 9.7 | 10.5 | 10.5 | 10.2 |
| Prune..... | 32.9 | 31.2 | 35.1 | 33.6 | 35.1 | 32.2 | 34.7 | 32.1 | 32.1 |
| Tomato..... | 26.6 | 28.2 | 26.7 | 28.4 | 28.4 | 22.7 | 27.9 | 26.0 | 25.9 |
| Canned grapefruit sections..... | 18.8 | 18.1 | 18.7 | 19.2 | 20.3 | 19.8 | 20.5 | 17.4 | 18.8 |
| | | | | | | | | | |
| | | Average size of purchase | | | | | | | |
| | | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces | Ounces |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 58.4 | 63.8 | 60.4 | 56.1 | 54.9 | 55.7 | 56.8 | 64.1 | 56.2 |
| Grapefruit..... | 62.1 | 63.4 | 68.5 | 59.8 | 58.4 | 60.2 | 55.2 | 71.9 | 63.3 |
| Lemon..... | 16.3 | 16.7 | 20.1 | 14.6 | 13.7 | 13.7 | 15.0 | 16.8 | 17.0 |
| Prune..... | 40.5 | 40.1 | 40.0 | 37.2 | 46.8 | 41.7 | 37.1 | 39.3 | 44.4 |
| Tomato..... | 58.6 | 53.7 | 63.2 | 52.5 | 53.2 | 71.7 | 56.3 | 62.0 | 58.9 |
| All single-strength juices 3/..... | 52.2 | 50.8 | 55.2 | 50.6 | 50.0 | 55.1 | 50.3 | 54.8 | 52.4 |
| Canned grapefruit sections..... | 35.6 | 35.7 | 36.1 | 39.0 | 37.2 | 31.7 | 34.7 | 39.8 | 32.8 |
| | | | | | | | | | |
| | | Purchases per 1,000 capita | | | | | | | |
| | United States | Northeast | North Central | South | Mountain-Southwest | Pacific | | | |
| | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ | Cases 2/ |
| Canned single-strength juices: | | | | | | | | | |
| Orange..... | 22.1 | 21.9 | 20.2 | 27.6 | 22.5 | 15.2 | | | |
| Grapefruit..... | 15.8 | 16.9 | 13.2 | 15.6 | 18.7 | 17.7 | | | |
| Lemon..... | 1.6 | 2.4 | 1.7 | 0.6 | 1.1 | 2.0 | | | |
| Prune..... | 12.2 | 23.2 | 7.2 | 7.1 | 11.4 | 9.1 | | | |
| Tomato..... | 32.2 | 41.9 | 29.1 | 17.8 | 32.6 | 47.1 | | | |
| All single-strength juices 3/..... | 146.1 | 205.4 | 119.0 | 105.6 | 133.6 | 170.0 | | | |
| Canned grapefruit sections..... | 5.7 | 8.7 | 6.6 | 2.3 | 3.3 | 5.8 | | | |

1/ Purchases in these outlets do not equal the United States total because purchases in such outlets as delicatessen and department stores, roadside markets, and fruit stands are not shown.

2/ Equivalent cases of 24 No. 2 cans--432 ounces per case.

3/ Includes purchases of other miscellaneous canned single-strength juice.

4/ 46-ounce can, except lemon juice, 5½-ounce can; prune juice, 32-ounce bottle and grapefruit sections, net weight 1 pound (No. 303 can).

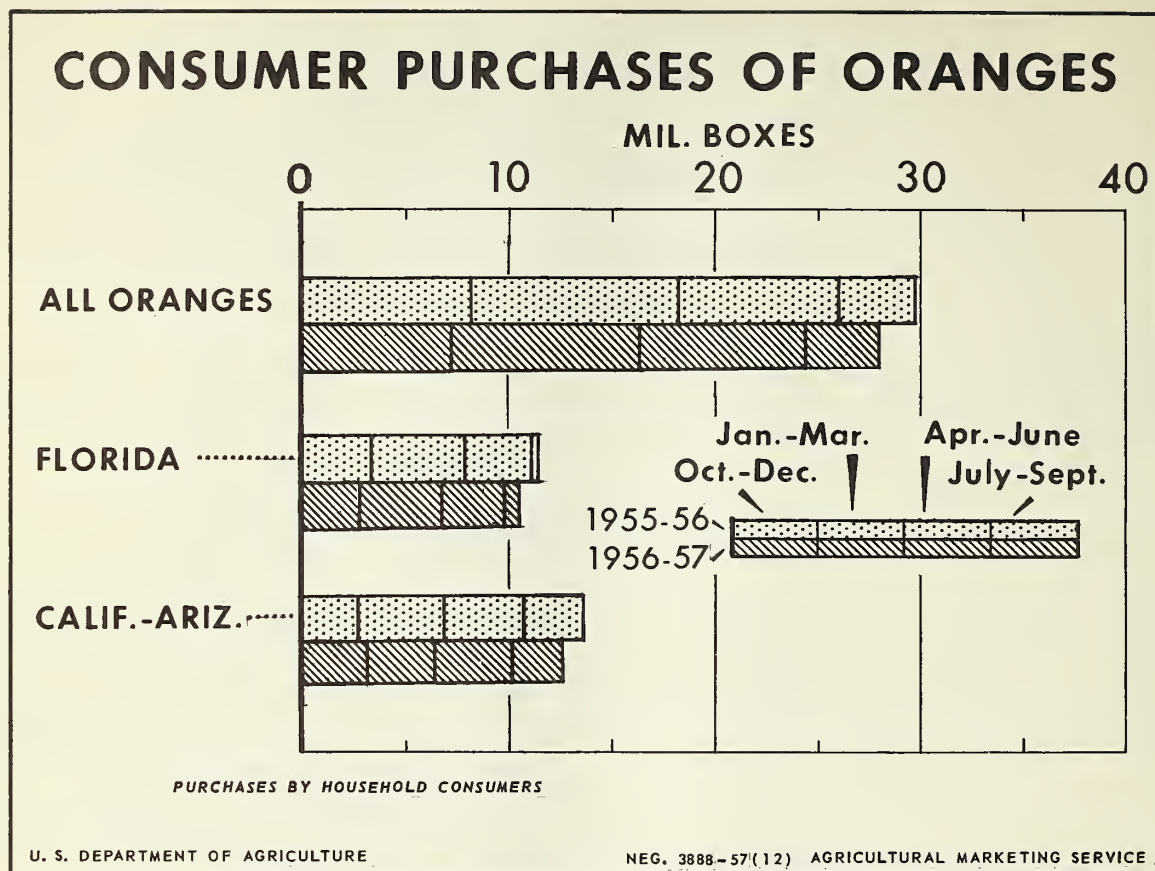


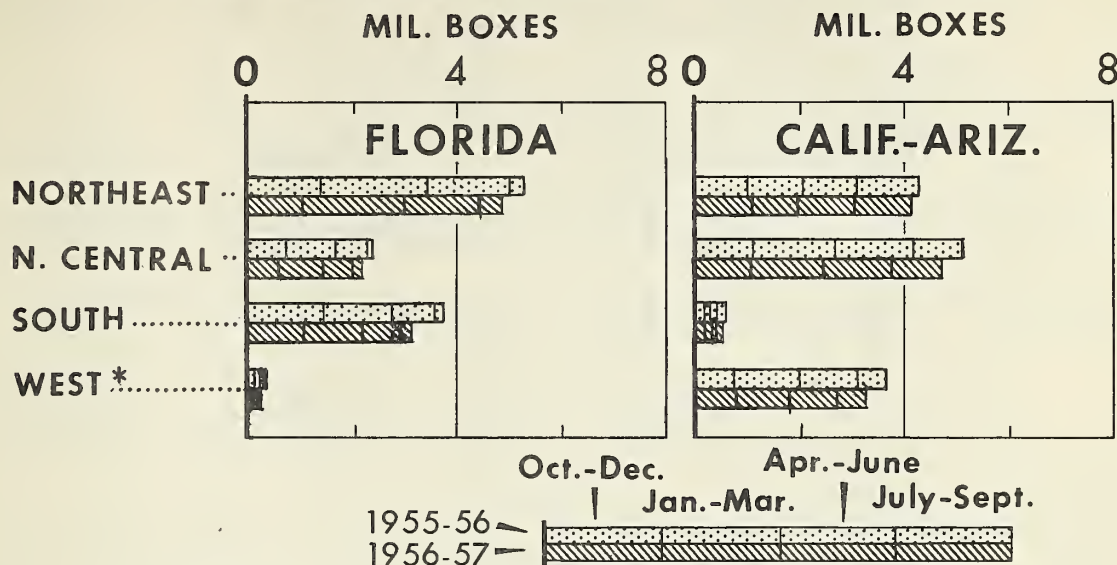
Figure 6

Table 13.--Oranges: Consumer purchases, by quarters, October-December 1955 to date

| Period | All oranges ^{1/} | Florida | California-Arizona | Unidentified |
|-----------------------|---------------------------|-------------|--------------------|--------------|
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1955-56 | | | | |
| October-December..... | 8,020 | 3,618 | 2,953 | 1,150 |
| January-March..... | 10,146 | 4,452 | 3,991 | 1,420 |
| April-June..... | 7,875 | 3,067 | 3,735 | 1,001 |
| July-September..... | 3,834 | 502 | 2,836 | 456 |
| Total..... | 29,875 | 11,639 | 13,515 | 4,027 |
| 1956-57 | | | | |
| October-December..... | 7,068 | 2,750 | 3,024 | 1,059 |
| January-March..... | 9,337 | 4,019 | 3,431 | 1,395 |
| April-June..... | 7,871 | 3,031 | 3,599 | 1,080 |
| July-September..... | 3,917 | 732 | 2,693 | 447 |
| Total..... | 28,193 | 10,532 | 12,747 | 3,981 |

^{1/} Includes small quantities of oranges from other States which are not included as unidentified.

FLORIDA AND CALIFORNIA-ARIZONA ORANGE PURCHASES BY REGIONS



* INCLUDES MOUNTAIN-SOUTHWEST AND PACIFIC REGIONS
PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3889-57(12) AGRICULTURAL MARKETING SERVICE

Figure 7

Table 14.--Oranges: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
|-------------------------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|----------------|--------------------|----------------|----------------|----------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 2,750 | 3,618 | 1,001 | 1,377 | 592 | 702 | 1,068 | 1,425 | 76 | 93 | 1/ | 21 |
| January-March..... | 4,019 | 4,452 | 1,940 | 2,028 | 849 | 990 | 1,164 | 1,333 | 53 | 90 | 1/ | 1/ |
| April-June..... | 3,031 | 3,067 | 1,582 | 1,582 | 656 | 584 | 720 | 822 | 63 | 75 | 1/ | 1/ |
| July-September..... | 732 | 502 | 376 | 268 | 99 | 73 | 243 | 145 | 1/ | 1/ | 1/ | 1/ |
| Total..... | 10,532 | 11,639 | 4,899 | 5,255 | 2,196 | 2,349 | 3,195 | 3,725 | 206 | 273 | 36 | 37 |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 3,024 | 2,953 | 1,055 | 904 | 1,070 | 1,072 | 155 | 153 | 223 | 242 | 521 | 492 |
| January-March..... | 3,431 | 3,991 | 898 | 1,046 | 1,365 | 1,583 | 151 | 122 | 305 | 341 | 712 | 899 |
| April-June..... | 3,599 | 3,735 | 1,123 | 1,038 | 1,350 | 1,470 | 123 | 120 | 289 | 331 | 714 | 776 |
| July-September..... | 2,693 | 2,836 | 1,084 | 1,171 | 575 | 974 | 133 | 158 | 167 | 172 | 334 | 361 |
| Total..... | 12,747 | 13,515 | 4,160 | 4,249 | 4,760 | 5,099 | 562 | 553 | 984 | 1,086 | 2,281 | 2,528 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 7,068 | 8,020 | 2,345 | 2,669 | 1,925 | 2,119 | 1,603 | 2,009 | 535 | 610 | 660 | 613 |
| January-March..... | 9,337 | 10,146 | 3,291 | 3,508 | 2,690 | 2,961 | 1,686 | 1,819 | 777 | 744 | 893 | 1,114 |
| April-June..... | 7,871 | 7,875 | 3,050 | 2,922 | 2,300 | 2,317 | 1,080 | 1,136 | 564 | 544 | 877 | 956 |
| July-September..... | 3,917 | 3,834 | 1,602 | 1,591 | 1,167 | 1,160 | 495 | 389 | 258 | 254 | 395 | 440 |
| Total..... | 28,193 | 29,875 | 10,288 | 10,690 | 8,082 | 8,557 | 4,864 | 5,353 | 2,134 | 2,152 | 2,825 | 3,123 |

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

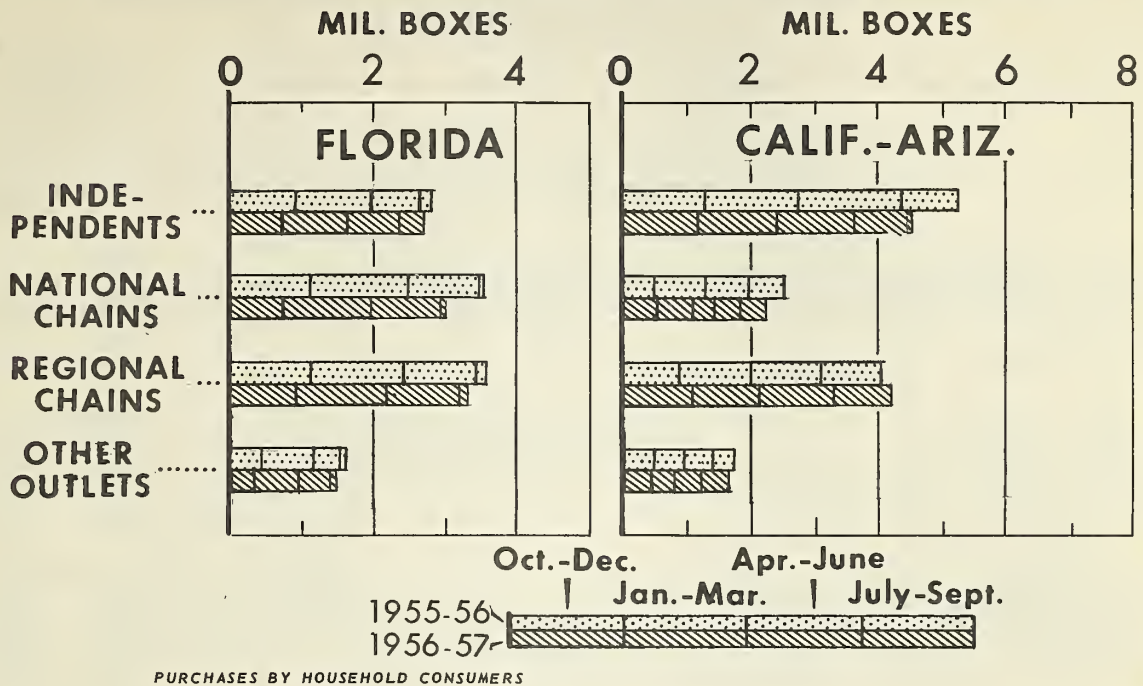
Table 15.--Oranges: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | | | | | |
|-------------------------------|-------------------------|---------|-----------|---------|---------------|---------|---------|---------|--------------------|---------|---------|---------|
| | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1955-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | | | | | |
| October-December..... | 34.0 | 33.6 | 40.4 | 38.4 | 34.7 | 34.6 | 29.7 | 29.6 | 37.9 | 38.9 | 1/ | 48.3 |
| January-March..... | 37.9 | 39.0 | 43.0 | 44.5 | 39.1 | 41.3 | 31.6 | 32.0 | 38.7 | 41.4 | 1/ | 1/ |
| April-June..... | 39.9 | 44.0 | 44.2 | 48.5 | 39.9 | 45.5 | 33.1 | 36.7 | 42.2 | 46.2 | 1/ | 1/ |
| July-September..... | 46.1 | 48.5 | 52.6 | 53.4 | 47.8 | 45.1 | 38.5 | 43.0 | 1/ | 1/ | 1/ | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 48.1 | 47.9 | 53.4 | 52.5 | 48.8 | 48.8 | 42.4 | 38.4 | 55.3 | 54.2 | 40.5 | 41.6 |
| January-March..... | 51.5 | 48.5 | 62.4 | 58.1 | 52.6 | 50.1 | 41.8 | 43.3 | 55.0 | 50.8 | 43.4 | 41.1 |
| April-June..... | 54.4 | 53.9 | 65.0 | 65.3 | 54.8 | 53.7 | 50.5 | 48.4 | 59.6 | 60.4 | 44.3 | 45.0 |
| July-September..... | 48.9 | 44.1 | 53.2 | 46.3 | 48.0 | 43.2 | 48.3 | 46.7 | 54.5 | 53.4 | 41.2 | 37.3 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 40.8 | 39.7 | 47.0 | 44.3 | 43.9 | 42.8 | 32.0 | 31.1 | 43.3 | 42.7 | 40.0 | 41.3 |
| January-March..... | 43.0 | 43.3 | 49.2 | 49.5 | 46.0 | 46.4 | 33.0 | 33.7 | 39.9 | 43.4 | 43.1 | 40.4 |
| April-June..... | 47.6 | 49.8 | 52.7 | 55.8 | 50.2 | 51.6 | 35.5 | 38.5 | 50.2 | 55.4 | 43.7 | 44.8 |
| July-September..... | 47.7 | 44.5 | 52.8 | 47.5 | 48.2 | 43.3 | 42.1 | 44.6 | 48.1 | 52.3 | 40.5 | 37.2 |
| Average size of purchase | | | | | | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | | | | | |
| October-December..... | 16.2 | 15.7 | 13.5 | 13.9 | 15.6 | 14.8 | 18.8 | 18.2 | 15.1 | 12.7 | 1/ | 9.7 |
| January-March..... | 14.2 | 13.8 | 13.2 | 12.5 | 14.5 | 14.1 | 15.4 | 15.4 | 13.3 | 11.8 | 1/ | 1/ |
| April-June..... | 14.1 | 12.7 | 13.7 | 12.1 | 14.5 | 12.8 | 14.6 | 13.6 | 12.7 | 12.1 | 1/ | 1/ |
| July-September..... | 13.3 | 11.7 | 13.1 | 11.8 | 12.8 | 13.8 | 13.5 | 11.2 | 1/ | 1/ | 1/ | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 12.5 | 12.2 | 11.8 | 11.4 | 12.2 | 11.8 | 13.3 | 14.4 | 10.7 | 11.0 | 14.4 | 13.7 |
| January-March..... | 11.5 | 11.7 | 9.7 | 9.5 | 11.5 | 11.5 | 12.9 | 12.5 | 10.6 | 11.5 | 13.3 | 13.6 |
| April-June..... | 11.0 | 11.1 | 9.5 | 9.2 | 11.4 | 11.3 | 10.6 | 11.5 | 9.7 | 9.9 | 12.8 | 13.0 |
| July-September..... | 12.0 | 13.2 | 11.7 | 13.7 | 12.6 | 13.4 | 9.6 | 11.2 | 10.0 | 10.0 | 13.0 | 14.7 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 14.0 | 13.7 | 12.5 | 12.6 | 13.2 | 12.9 | 16.7 | 15.6 | 12.8 | 12.4 | 14.6 | 13.6 |
| January-March..... | 12.9 | 12.5 | 11.6 | 11.0 | 12.8 | 12.3 | 14.4 | 14.1 | 13.4 | 12.3 | 13.3 | 13.6 |
| April-June..... | 12.1 | 11.6 | 11.5 | 10.5 | 12.1 | 11.7 | 13.3 | 12.8 | 11.0 | 10.2 | 13.0 | 13.0 |
| July-September..... | 12.2 | 13.1 | 12.1 | 13.3 | 12.5 | 13.4 | 11.5 | 11.3 | 11.5 | 10.2 | 13.2 | 15.2 |
| Purchases per 1,000 capita | | | | | | | | | | | | |
| | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 16.9 | 22.4 | 22.4 | 31.1 | 12.8 | 15.3 | 27.6 | 36.8 | 4.6 | 5.7 | 1/ | 1.3 |
| January-March..... | 24.5 | 26.5 | 43.1 | 44.3 | 18.1 | 20.7 | 30.1 | 33.2 | 3.2 | 5.1 | 1/ | 1/ |
| April-June..... | 18.3 | 18.9 | 35.3 | 35.9 | 13.9 | 12.7 | 18.3 | 20.9 | 3.6 | 4.5 | 1/ | 1/ |
| July-September..... | 4.4 | 3.1 | 8.3 | 6.1 | 2.1 | 1.6 | 6.2 | 3.8 | 1/ | 1/ | 1/ | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 18.5 | 18.3 | 23.6 | 22.5 | 23.1 | 23.3 | 4.0 | 3.9 | 13.5 | 14.8 | 31.3 | 31.1 |
| January-March..... | 20.9 | 24.7 | 20.0 | 23.8 | 29.1 | 34.5 | 3.9 | 3.2 | 18.1 | 20.1 | 42.2 | 56.4 |
| April-June..... | 21.8 | 23.0 | 25.0 | 23.6 | 28.6 | 31.9 | 3.1 | 3.1 | 16.9 | 19.7 | 42.2 | 48.4 |
| July-September..... | 16.2 | 17.5 | 24.0 | 26.5 | 20.7 | 21.2 | 3.4 | 4.1 | 9.6 | 10.6 | 19.6 | 21.7 |
| All oranges 2/ | | | | | | | | | | | | |
| October-December..... | 43.3 | 49.7 | 52.5 | 60.4 | 41.5 | 46.1 | 41.4 | 51.8 | 32.3 | 37.3 | 39.7 | 38.7 |
| January-March..... | 56.9 | 61.5 | 73.2 | 77.7 | 57.4 | 63.4 | 43.5 | 45.6 | 46.2 | 43.0 | 52.9 | 69.5 |
| April-June..... | 47.6 | 48.5 | 68.0 | 66.4 | 48.8 | 50.3 | 27.5 | 29.0 | 32.9 | 32.4 | 52.3 | 59.6 |
| July-September..... | 23.6 | 23.7 | 35.4 | 36.0 | 24.8 | 25.3 | 12.7 | 10.2 | 14.9 | 15.7 | 23.2 | 26.4 |

1/ Too few purchases reported for analysis.

2/ Includes Texas oranges and oranges not identified as to origin.

WHERE CONSUMERS BUY ORANGES



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3890-57 (12) AGRICULTURAL MARKETING SERVICE

Figure 8

Table 16.--Oranges: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Independent groceries | | National chains | | Regional chains | | All retail outlets 1/ | |
|-------------------------------|-----------------------|-------------|-----------------|-------------|-----------------|-------------|-----------------------|-------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000-boxes |
| Florida | | | | | | | | |
| October-December..... | 717 | 945 | 761 | 1,124 | 913 | 1,114 | 2,750 | 3,618 |
| January-March..... | 921 | 1,033 | 1,216 | 1,380 | 1,290 | 1,311 | 4,019 | 4,452 |
| April-June..... | 751 | 716 | 941 | 989 | 906 | 997 | 3,031 | 3,067 |
| July-September..... | 312 | 169 | 106 | 76 | 196 | 177 | 732 | 502 |
| Total..... | 2,701 | 2,863 | 3,024 | 3,569 | 3,305 | 3,599 | 10,532 | 11,639 |
| California-Arizona | | | | | | | | |
| October-December..... | 1,121 | 1,234 | 487 | 451 | 1,010 | 812 | 3,024 | 2,953 |
| January-March..... | 1,283 | 1,531 | 645 | 814 | 1,119 | 1,174 | 3,431 | 3,991 |
| April-June..... | 1,264 | 1,566 | 710 | 657 | 1,184 | 1,068 | 3,599 | 3,735 |
| July-September..... | 926 | 887 | 482 | 609 | 893 | 976 | 2,693 | 2,836 |
| Total..... | 4,594 | 5,218 | 2,324 | 2,531 | 4,206 | 4,030 | 12,747 | 13,515 |
| All oranges 2/ | | | | | | | | |
| October-December..... | 2,395 | 2,818 | 1,434 | 1,614 | 2,316 | 2,292 | 7,068 | 8,020 |
| January-March..... | 2,924 | 3,241 | 2,183 | 2,506 | 3,061 | 2,930 | 9,337 | 10,146 |
| April-June..... | 2,493 | 2,671 | 1,854 | 1,857 | 2,501 | 2,384 | 7,871 | 7,875 |
| July-September..... | 1,446 | 1,270 | 669 | 769 | 1,225 | 1,301 | 3,917 | 3,834 |
| Total..... | 9,258 | 10,000 | 6,140 | 6,746 | 9,103 | 8,907 | 28,193 | 29,875 |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

2/ Includes Texas oranges and oranges not identified as to origin.

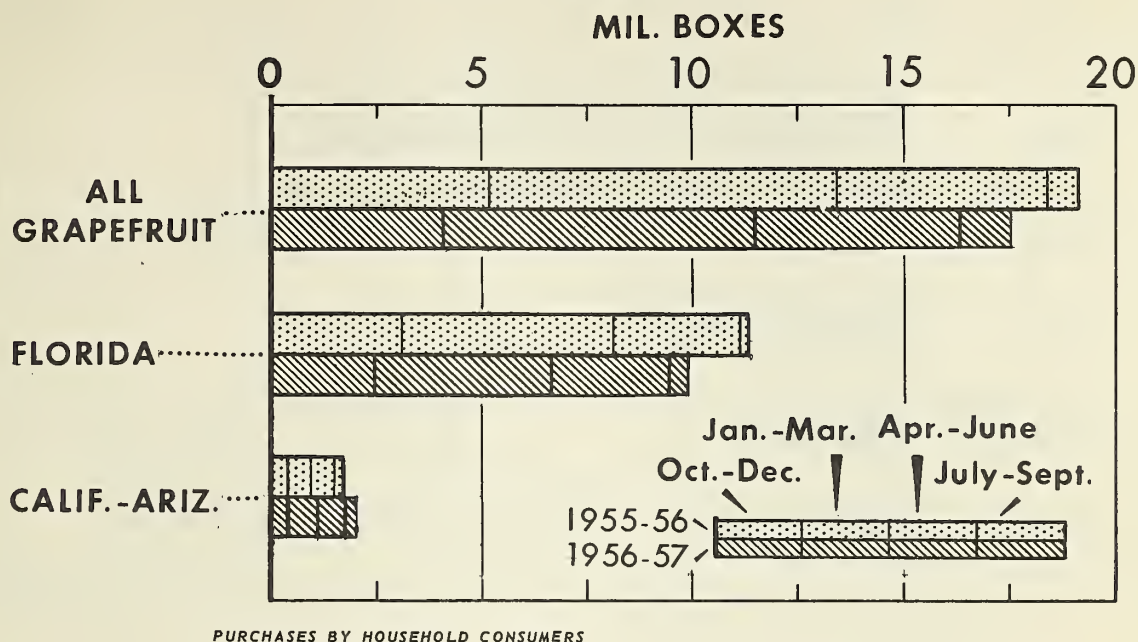
Table 17.--Oranges: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | |
|-------------------------------|--------------------------|---------|--------------------|---------|--------------------|---------|-------------------------------------|---------|
| | Independent groceries | | National chains | | Regional chains | | All retail outlets ^{1/} | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | |
| October-December..... | 34.3 | 34.4 | 33.5 | 33.1 | 34.1 | 33.9 | 34.0 | 33.6 |
| January-March..... | 39.2 | 39.0 | 38.1 | 38.8 | 38.1 | 40.8 | 37.9 | 39.0 |
| April-June..... | 41.5 | 44.0 | 39.7 | 43.1 | 40.5 | 47.1 | 39.9 | 44.0 |
| July-September..... | 46.9 | 51.1 | 48.2 | 49.6 | 46.6 | 47.6 | 46.1 | 48.5 |
| California-Arizona | | | | | | | | |
| October-December..... | 51.8 | 50.2 | 48.4 | 49.7 | 46.9 | 45.9 | 48.1 | 47.9 |
| January-March..... | 54.2 | 52.0 | 54.7 | 52.1 | 50.9 | 47.3 | 51.5 | 48.5 |
| April-June..... | 56.7 | 54.5 | 58.2 | 58.0 | 53.0 | 55.2 | 54.4 | 53.9 |
| July-September..... | 50.1 | 47.0 | 52.6 | 43.6 | 47.8 | 43.3 | 48.9 | 44.1 |
| All oranges ^{2/} | | | | | | | | |
| October-December..... | 43.1 | 41.9 | 40.1 | 38.3 | 40.3 | 39.0 | 40.8 | 39.7 |
| January-March..... | 45.2 | 45.5 | 44.5 | 44.4 | 42.7 | 44.0 | 43.0 | 43.3 |
| April-June..... | 49.7 | 51.5 | 48.4 | 50.3 | 47.9 | 51.5 | 47.6 | 49.8 |
| July-September..... | 48.9 | 46.9 | 51.4 | 44.4 | 47.2 | 43.7 | 47.7 | 44.5 |
| | | | | | | | | |
| | Average size of purchase | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | |
| October-December..... | 15.5 | 15.6 | 15.7 | 15.1 | 15.5 | 14.9 | 16.2 | 15.7 |
| January-March..... | 13.0 | 12.5 | 14.3 | 14.1 | 13.6 | 12.5 | 14.2 | 13.8 |
| April-June..... | 13.6 | 11.6 | 14.6 | 13.7 | 12.9 | 11.8 | 14.1 | 12.7 |
| July-September..... | 13.6 | 10.9 | 11.6 | 11.4 | 12.5 | 11.6 | 13.3 | 11.7 |
| California-Arizona | | | | | | | | |
| October-December..... | 11.5 | 11.5 | 12.4 | 11.5 | 12.7 | 12.4 | 12.5 | 12.2 |
| January-March..... | 10.9 | 10.9 | 10.8 | 11.1 | 11.4 | 11.5 | 11.5 | 11.7 |
| April-June..... | 10.3 | 10.8 | 10.2 | 10.3 | 11.4 | 10.8 | 11.0 | 11.1 |
| July-September..... | 11.5 | 11.8 | 11.2 | 14.4 | 12.1 | 13.6 | 12.0 | 13.2 |
| All oranges ^{2/} | | | | | | | | |
| October-December..... | 13.1 | 13.0 | 13.7 | 13.4 | 13.7 | 13.4 | 14.0 | 13.7 |
| January-March..... | 11.9 | 11.4 | 12.5 | 12.3 | 12.7 | 11.8 | 12.9 | 12.5 |
| April-June..... | 11.3 | 10.8 | 12.0 | 11.6 | 11.9 | 11.2 | 12.1 | 11.6 |
| July-September..... | 11.8 | 11.9 | 11.3 | 13.8 | 12.1 | 13.3 | 12.2 | 13.1 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Includes Texas oranges and oranges not identified as to origin.

CONSUMER PURCHASES OF GRAPEFRUIT



U. S. DEPARTMENT OF AGRICULTURE

NEG. 3891-57(12) AGRICULTURAL MARKETING SERVICE

Figure 9

Table 18.--Grapefruit: Consumer purchases, by quarters, October-December 1955 to date

| Period | All grapefruit ^{1/} | Florida | California- Arizona | Unidentified |
|-----------------------|---------------------------------|-------------|------------------------|--------------|
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| 1955-1956 | | | | |
| October-December..... | 5,165 | 3,012 | 315 | 1,403 |
| January-March..... | 8,205 | 5,110 | 567 | 1,715 |
| April-June..... | 5,041 | 3,034 | 540 | 1,287 |
| July-September..... | 731 | 217 | 254 | 243 |
| Total..... | 19,142 | 11,373 | 1,676 | 4,648 |
| 1956-1957 | | | | |
| October-December..... | 4,076 | 2,438 | 348 | 945 |
| January-March..... | 7,416 | 4,221 | 726 | 1,320 |
| April-June..... | 4,867 | 2,759 | 668 | 1,098 |
| July-September..... | 1,151 | 377 | 321 | 426 |
| Total..... | 17,510 | 9,795 | 2,063 | 3,789 |

^{1/} Includes small quantities of fresh grapefruit from other States which are not included as unidentified.

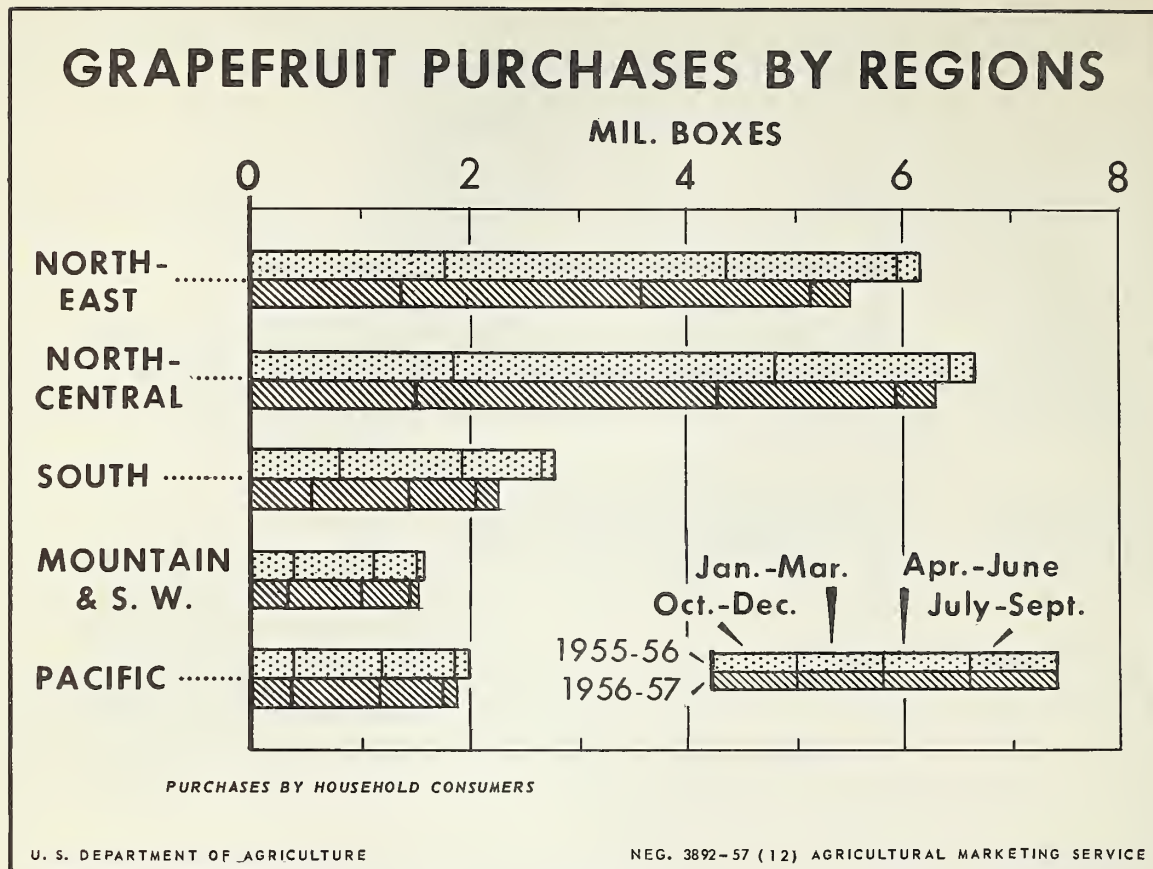


Figure 10

Table 19.--Grapefruit: Consumer purchases, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | United States | | Northeast | | North Central | | South | | Mountain- Southwest | Pacific | |
|-------------------------------|---------------|---------|-----------|---------|---------------|---------|---------|---------|------------------------|---------|---------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1955-56 |
| | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes | boxes |
| Florida | | | | | | | | | | | |
| October-December..... | 2,438 | 3,012 | 1,027 | 1,286 | 864 | 1,005 | 402 | 557 | 84 | 96 | 61 |
| January-March..... | 4,221 | 5,110 | 1,841 | 2,179 | 1,541 | 1,734 | 651 | 890 | 131 | 194 | 57 |
| April-June..... | 2,759 | 3,034 | 1,255 | 1,308 | 954 | 974 | 412 | 536 | 94 | 161 | 44 |
| July-September..... | 377 | 217 | 156 | 80 | 102 | 57 | 102 | 73 | 13 | 1/ | 1/ |
| Total..... | 9,795 | 11,373 | 4,279 | 4,853 | 3,461 | 3,770 | 1,567 | 2,056 | 322 | 455 | 166 |
| California-Arizona | | | | | | | | | | | |
| October-December..... | 348 | 315 | 37 | 85 | 44 | 50 | 1/ | 1/ | 37 | 24 | 211 |
| January-March..... | 726 | 567 | 1/ | 62 | 68 | 66 | 1/ | 1/ | 77 | 40 | 538 |
| April-June..... | 668 | 540 | 1/ | 48 | 62 | 53 | 1/ | 1/ | 115 | 49 | 443 |
| July-September..... | 321 | 254 | 84 | 59 | 84 | 51 | 22 | 116 | 34 | 21 | 97 |
| Total..... | 2,063 | 1,676 | 185 | 254 | 258 | 220 | 68 | 57 | 263 | 134 | 1,289 |
| All grapefruit 2/ | | | | | | | | | | | |
| October-December..... | 4,076 | 5,165 | 1,348 | 1,767 | 1,506 | 1,833 | 539 | 800 | 320 | 389 | 363 |
| January-March..... | 7,416 | 8,205 | 2,229 | 2,589 | 2,789 | 2,977 | 911 | 1,124 | 701 | 717 | 786 |
| April-June..... | 4,867 | 5,041 | 1,586 | 1,625 | 1,641 | 1,621 | 615 | 742 | 427 | 392 | 598 |
| July-September..... | 1,151 | 731 | 350 | 176 | 359 | 226 | 202 | 116 | 80 | 51 | 160 |
| Total..... | 17,510 | 19,142 | 5,513 | 6,157 | 6,295 | 6,657 | 2,267 | 2,782 | 1,528 | 1,549 | 1,907 |

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

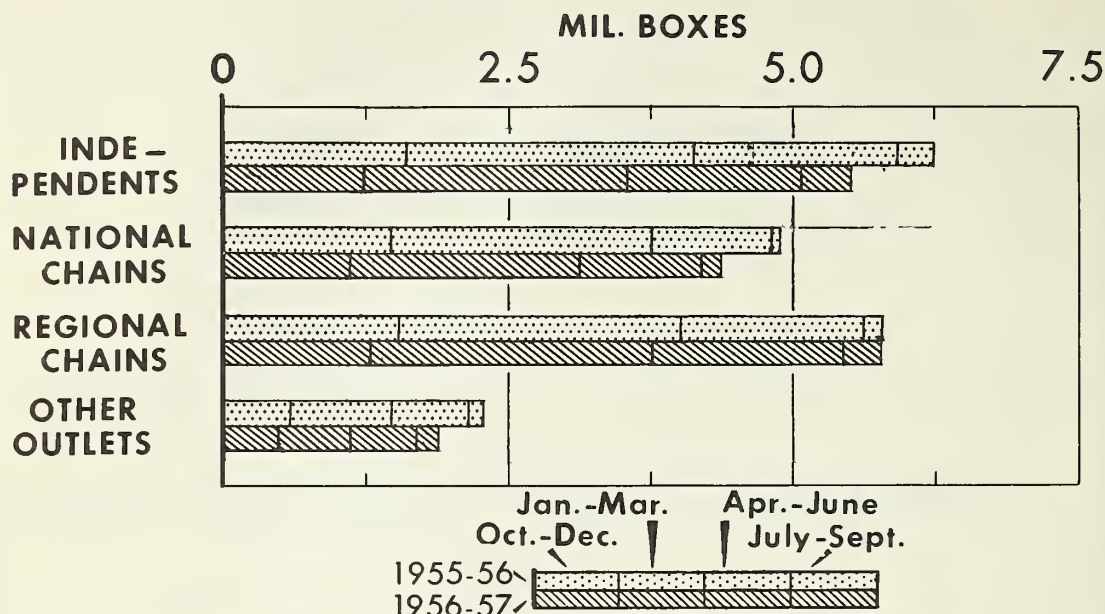
Table 20.--Grapefruit: Average price paid by consumers, average size of purchase, and purchases per 1,000 capita, United States and regions, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | | | | | |
|----------------------------|----------------------------|----------|-----------|----------|---------------|----------|----------|----------|--------------------|----------|----------|----------|
| | United States | | Northeast | | North Central | | South | | Mountain-Southwest | | Pacific | |
| | 1956-57: | 1955-56: | 1956-57: | 1955-56: | 1956-57: | 1955-56: | 1956-57: | 1955-56: | 1956-57: | 1955-56: | 1956-57: | 1955-56: |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | | | | | |
| October-December..... | 90.9 | 79.3 | 100.5 | 86.6 | 80.7 | 72.8 | 80.8 | 69.3 | 106.6 | 89.2 | 127.6 | 112.6 |
| January-March..... | 84.8 | 77.8 | 92.4 | 82.1 | 79.7 | 73.6 | 70.5 | 67.2 | 111.7 | 92.1 | 116.2 | 116.4 |
| April-June..... | 94.6 | 91.8 | 101.6 | 97.6 | 91.2 | 88.4 | 77.4 | 75.0 | 114.6 | 106.0 | 129.0 | 140.5 |
| July-September..... | 110.6 | 105.1 | 118.8 | 124.1 | 110.8 | 115.5 | 97.0 | 72.9 | 131.0 | 1/ | 1/ | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 84.7 | 93.4 | 121.5 | 100.1 | 86.9 | 80.0 | 1/ | 1/ | 90.6 | 90.8 | 77.6 | 95.6 |
| January-March..... | 66.3 | 75.3 | 1/ | 97.4 | 66.4 | 70.8 | 1/ | 1/ | 60.4 | 70.6 | 65.7 | 74.3 |
| April-June..... | 74.5 | 79.1 | 1/ | 116.8 | 82.6 | 87.6 | 1/ | 1/ | 62.9 | 84.9 | 74.5 | 74.8 |
| July-September..... | 114.8 | 109.3 | 127.9 | 131.6 | 110.4 | 109.2 | 135.0 | 1/ | 120.2 | 135.7 | 106.6 | 94.7 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December..... | 89.1 | 80.9 | 102.8 | 88.9 | 80.4 | 73.2 | 85.0 | 73.0 | 92.3 | 84.0 | 87.8 | 95.3 |
| January-March..... | 78.2 | 75.4 | 92.7 | 83.0 | 73.4 | 70.4 | 74.1 | 69.4 | 73.9 | 78.0 | 73.9 | 79.1 |
| April-June..... | 88.3 | 88.6 | 100.7 | 99.6 | 86.7 | 87.2 | 82.5 | 79.3 | 85.1 | 95.5 | 80.3 | 80.4 |
| July-September..... | 109.5 | 110.1 | 123.0 | 130.1 | 105.6 | 114.5 | 102.5 | 94.4 | 124.8 | 132.1 | 98.7 | 94.4 |
| | Average size of purchase | | | | | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | | | | | |
| October..... | 5.2 | 5.2 | 4.6 | 4.5 | 6.1 | 6.1 | 5.8 | 5.9 | 4.7 | 4.9 | 3.2 | 3.5 |
| January-March..... | 5.6 | 5.6 | 5.0 | 5.1 | 6.3 | 6.3 | 6.4 | 6.2 | 5.1 | 5.2 | 3.8 | 4.1 |
| April-June..... | 4.9 | 4.9 | 4.4 | 4.5 | 5.6 | 5.3 | 5.7 | 5.7 | 4.5 | 4.8 | 3.4 | 3.4 |
| July-September..... | 3.9 | 4.9 | 3.5 | 4.0 | 4.3 | 4.5 | 4.3 | 7.1 | 3.8 | 1/ | 1/ | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 5.6 | 4.5 | 3.4 | 4.3 | 5.6 | 5.9 | 1/ | 1/ | 7.1 | 5.0 | 5.9 | 4.4 |
| January-March..... | 6.9 | 5.6 | 1/ | 4.8 | 6.9 | 6.1 | 1/ | 1/ | 9.9 | 7.6 | 6.8 | 5.5 |
| April-June..... | 6.5 | 5.2 | 1/ | 3.8 | 5.9 | 5.1 | 1/ | 1/ | 9.7 | 5.6 | 6.3 | 5.3 |
| July-September..... | 4.0 | 4.1 | 3.4 | 3.4 | 4.4 | 4.1 | 3.0 | 1/ | 4.2 | 4.0 | 4.2 | 4.4 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December..... | 5.2 | 5.1 | 4.3 | 4.3 | 6.1 | 6.0 | 5.3 | 5.5 | 5.8 | 5.4 | 4.8 | 4.3 |
| January-March..... | 6.0 | 5.7 | 4.9 | 4.9 | 6.6 | 6.4 | 5.9 | 5.9 | 7.2 | 6.3 | 6.1 | 5.4 |
| April-June..... | 5.2 | 5.0 | 4.4 | 4.3 | 5.6 | 5.3 | 5.1 | 5.4 | 5.9 | 5.1 | 5.6 | 5.2 |
| July-September..... | 4.1 | 4.4 | 3.5 | 3.7 | 4.6 | 4.5 | 4.1 | 5.3 | 3.9 | 4.1 | 4.5 | 4.4 |
| | Purchases per 1,000 capita | | | | | | | | | | | |
| | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| Florida | | | | | | | | | | | | |
| October-December..... | 14.9 | 18.7 | 23.0 | 29.1 | 18.6 | 21.8 | 10.4 | 14.4 | 5.0 | 5.8 | 3.7 | 4.3 |
| January-March..... | 25.7 | 31.7 | 40.9 | 49.6 | 32.9 | 37.8 | 16.8 | 23.1 | 7.8 | 11.4 | 3.4 | 7.1 |
| April-June..... | 16.7 | 18.7 | 28.0 | 29.7 | 20.3 | 21.1 | 10.5 | 13.7 | 5.5 | 9.6 | 2.6 | 3.4 |
| July-September..... | 2.3 | 1.3 | 3.4 | 1.8 | 2.2 | 1.2 | 2.6 | 1.9 | 0.7 | 1/ | 1/ | 1/ |
| California-Arizona | | | | | | | | | | | | |
| October-December..... | 2.1 | 2.0 | 0.8 | 1.9 | 0.9 | 1.1 | 1/ | 1/ | 2.2 | 1.5 | 12.7 | 8.6 |
| January-March..... | 4.4 | 3.5 | 1/ | 1.4 | 1.4 | 1.4 | 1/ | 1/ | 4.6 | 2.4 | 31.9 | 24.3 |
| April-June..... | 4.0 | 3.3 | 1/ | 1.1 | 1.3 | 1.2 | 1/ | 1/ | 6.8 | 2.9 | 26.1 | 23.5 |
| July-September..... | 1.9 | 1.6 | 1.9 | 1.3 | 1.8 | 1.1 | 0.6 | 1/ | 2.0 | 1.3 | 5.7 | 6.5 |
| All grapefruit 2/ | | | | | | | | | | | | |
| October-December..... | 24.9 | 32.1 | 30.1 | 40.0 | 32.4 | 39.8 | 14.0 | 20.6 | 19.3 | 23.7 | 21.9 | 23.7 |
| January-March..... | 45.1 | 50.8 | 49.5 | 58.9 | 59.5 | 64.8 | 23.5 | 29.1 | 41.7 | 42.3 | 46.6 | 50.0 |
| April-June..... | 29.4 | 31.0 | 35.3 | 36.9 | 34.8 | 35.1 | 15.7 | 18.9 | 25.1 | 23.3 | 35.3 | 41.2 |
| July-September..... | 7.0 | 4.5 | 7.7 | 3.9 | 7.7 | 4.8 | 5.2 | 3.0 | 4.5 | 3.1 | 9.4 | 9.7 |

1/ Too few purchases reported for analysis.

2/ Includes Texas grapefruit and grapefruit not identified as to origin.

WHERE CONSUMERS BUY GRAPEFRUIT



PURCHASES BY HOUSEHOLD CONSUMERS

U. S. DEPARTMENT OF AGRICULTURE

NEG. 3893-57 (12) AGRICULTURAL MARKETING SERVICE

Figure 11

Table 21.--Grapefruit: Consumer purchases by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Independent groceries | | National chains | | Regional chains | | All retail outlets ^{1/} | |
|------------------------------|-----------------------|-------------|-----------------|-------------|-----------------|-------------|----------------------------------|-------------|
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes |
| Florida | | | | | | | | |
| October-December..... | 577 | 800 | 802 | 979 | 772 | 897 | 2,438 | 3,012 |
| January-March..... | 1,016 | 1,248 | 1,371 | 1,651 | 1,471 | 1,598 | 4,221 | 5,110 |
| April-June..... | 709 | 950 | 717 | 644 | 1,034 | 1,009 | 2,759 | 3,034 |
| July-September..... | 128 | 71 | 62 | 2/ | 120 | 52 | 377 | 217 |
| Total..... | 2,430 | 3,069 | 2,952 | 3,291 | 3,397 | 3,556 | 9,795 | 11,373 |
| California-Arizona | | | | | | | | |
| October-December..... | 118 | 107 | 93 | 70 | 109 | 96 | 348 | 315 |
| January-March..... | 205 | 179 | 198 | 129 | 274 | 205 | 726 | 567 |
| April-June..... | 185 | 187 | 145 | 107 | 220 | 197 | 668 | 540 |
| July-September..... | 121 | 109 | 63 | 44 | 101 | 58 | 321 | 254 |
| Total..... | 629 | 582 | 499 | 350 | 704 | 556 | 2,063 | 1,676 |
| All grapefruit ^{3/} | | | | | | | | |
| October-December..... | 1,207 | 1,598 | 1,106 | 1,453 | 1,299 | 1,528 | 4,076 | 5,165 |
| January-March..... | 2,318 | 2,506 | 2,000 | 2,305 | 2,455 | 2,495 | 7,416 | 8,205 |
| April-June..... | 1,533 | 1,795 | 1,076 | 1,043 | 1,676 | 1,575 | 4,867 | 5,041 |
| July-September..... | 453 | 310 | 180 | 91 | 337 | 164 | 1,151 | 731 |
| Total..... | 5,511 | 6,209 | 4,362 | 4,892 | 5,767 | 5,762 | 17,510 | 19,142 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Too few purchases reported for analysis.

^{3/} Includes Texas grapefruit and grapefruit not identified as to origin.

Table 22.--Grapefruit: Average price paid by consumers and average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| State of origin and period | Average price per dozen | | | | | | | |
|-------------------------------|--------------------------|--------------------|--------------------|-------------------------------------|---------|---------|---------|---------|
| | Independent groceries | National chains | Regional chains | All retail outlets ^{1/} | | | | |
| | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 | 1956-57 | 1955-56 |
| | Cents | Cents | Cents | Cents | Cents | Cents | Cents | Cents |
| Florida | | | | | | | | |
| October-December..... | 103.1 | 85.2 | 82.8 | 74.6 | 92.9 | 81.5 | 90.9 | 79.3 |
| January-March..... | 96.2 | 86.0 | 78.0 | 71.4 | 85.8 | 81.3 | 84.8 | 77.8 |
| April-June..... | 104.4 | 96.8 | 88.0 | 90.1 | 97.0 | 95.7 | 94.6 | 91.8 |
| July-September..... | 114.0 | 121.6 | 112.4 | 2/ | 108.8 | 127.2 | 110.6 | 105.1 |
| California-Arizona | | | | | | | | |
| October-December..... | 91.6 | 97.1 | 85.4 | 89.5 | 79.6 | 94.1 | 84.7 | 93.4 |
| January-March..... | 70.1 | 82.8 | 68.8 | 76.3 | 64.6 | 66.7 | 66.3 | 75.3 |
| April-June..... | 83.1 | 83.8 | 79.3 | 78.3 | 75.2 | 76.2 | 74.5 | 79.1 |
| July-September..... | 113.4 | 102.8 | 124.1 | 122.2 | 119.0 | 123.4 | 114.8 | 109.3 |
| All grapefruit ^{3/} | | | | | | | | |
| October-December..... | 94.5 | 86.0 | 85.5 | 76.6 | 88.9 | 81.6 | 89.1 | 80.9 |
| January-March..... | 81.2 | 79.3 | 76.5 | 71.5 | 78.6 | 77.3 | 78.2 | 75.4 |
| April-June..... | 92.9 | 92.6 | 88.8 | 88.2 | 89.6 | 89.9 | 88.3 | 88.6 |
| July-September..... | 107.3 | 110.7 | 119.5 | 123.1 | 114.1 | 125.7 | 109.5 | 110.1 |
| | Average size of purchase | | | | | | | |
| | Units | Units | Units | Units | Units | Units | Units | Units |
| Florida | | | | | | | | |
| October-December..... | 4.6 | 4.8 | 5.8 | 5.6 | 4.7 | 4.7 | 5.2 | 5.2 |
| January-March..... | 4.9 | 4.9 | 6.3 | 6.2 | 5.3 | 5.0 | 5.6 | 5.6 |
| April-June..... | 4.3 | 4.6 | 5.4 | 5.0 | 4.8 | 4.6 | 4.9 | 4.9 |
| July-September..... | 3.8 | 4.0 | 4.0 | 2/ | 3.8 | 4.2 | 3.9 | 4.9 |
| California-Arizona | | | | | | | | |
| October-December..... | 5.1 | 4.0 | 6.8 | 5.8 | 5.2 | 4.3 | 5.6 | 4.5 |
| January-March..... | 6.8 | 5.0 | 7.1 | 6.9 | 6.4 | 5.2 | 6.9 | 5.6 |
| April-June..... | 5.7 | 4.9 | 7.1 | 6.3 | 5.3 | 4.7 | 6.5 | 5.2 |
| July-September..... | 3.8 | 4.0 | 4.6 | 5.0 | 3.6 | 3.2 | 4.0 | 4.1 |
| All grapefruit ^{3/} | | | | | | | | |
| October-December..... | 4.9 | 4.7 | 5.6 | 5.5 | 4.8 | 4.7 | 5.2 | 5.1 |
| January-March..... | 5.7 | 5.3 | 6.3 | 6.2 | 5.7 | 5.2 | 6.0 | 5.7 |
| April-June..... | 4.8 | 4.7 | 5.5 | 5.1 | 5.0 | 4.7 | 5.2 | 5.0 |
| July-September..... | 4.1 | 4.3 | 4.2 | 4.5 | 3.7 | 3.5 | 4.1 | 4.4 |

^{1/} Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.

^{2/} Too few purchases reported for analysis.

^{3/} Includes Texas grapefruit and grapefruit not identified as to origin.

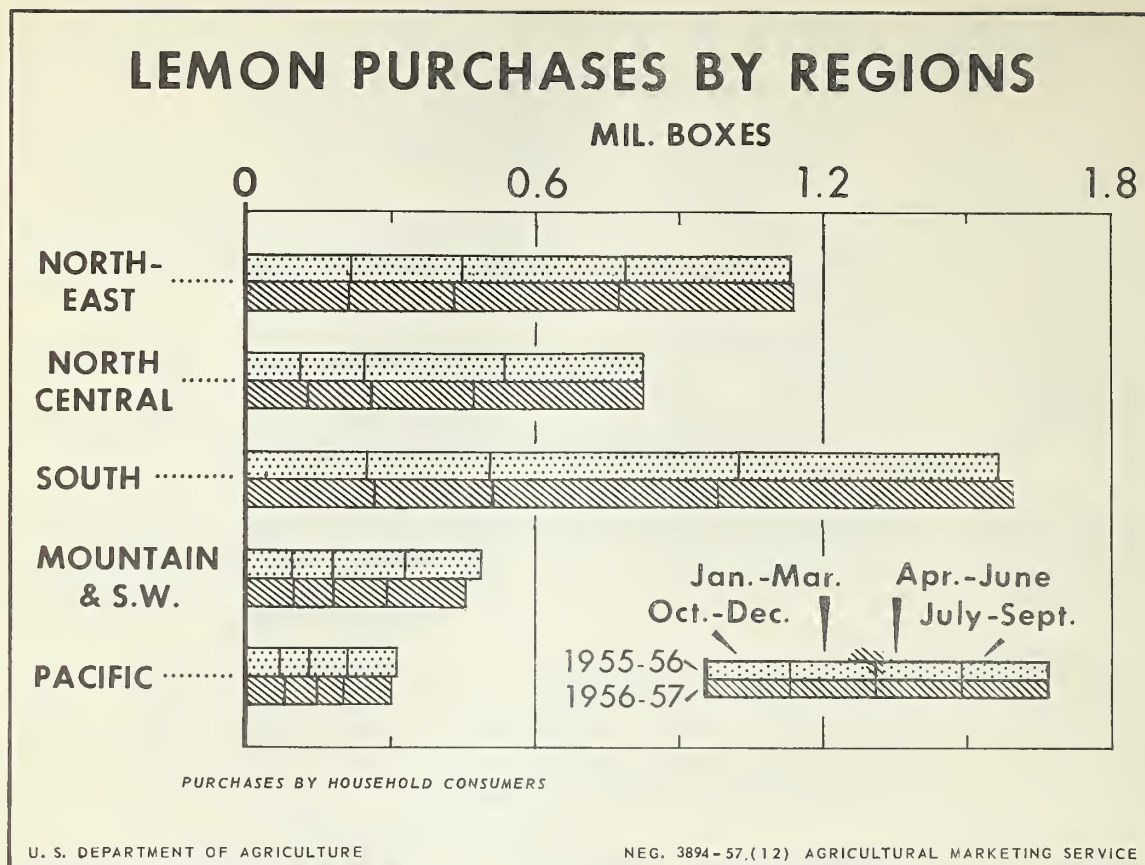
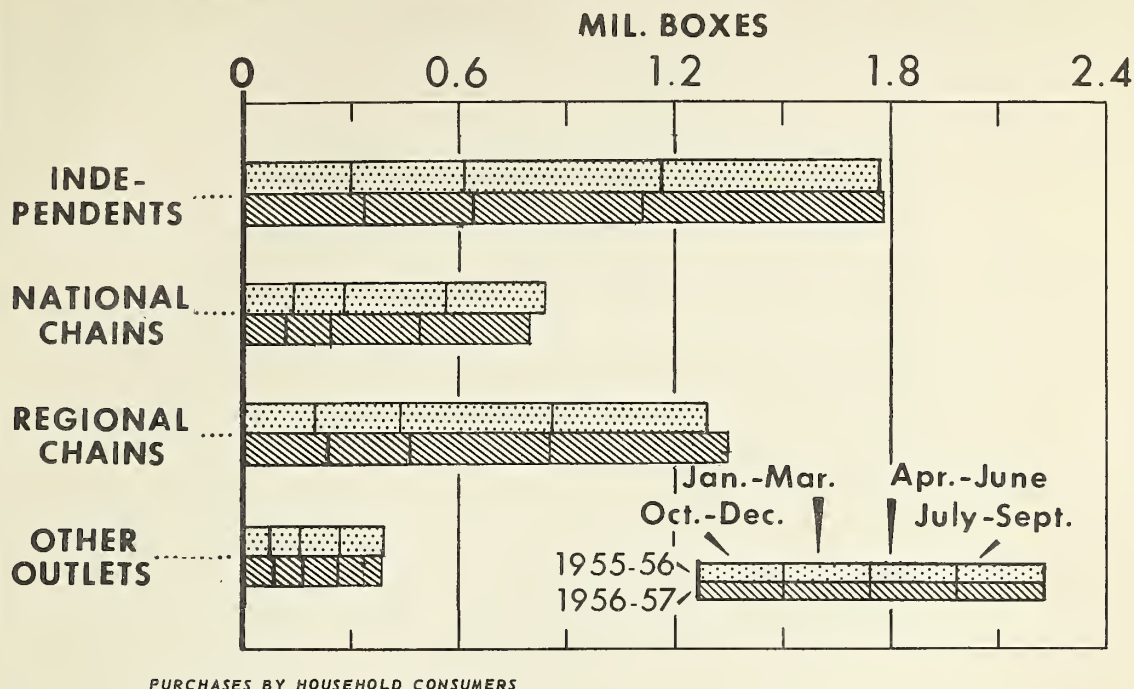


Figure 12

Table 23.--Lemons: Consumer purchases, average price paid, average size of purchase, and purchases per 1,000 capita, United States and regions by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | | | Average price per dozen | | | | | |
|-----------------------|--------------------------|-------------|---------------|-------------|--------------------|-------------|----------------------------|------------|---------------|-------|--------------------|---------|
| | United States | North-east | North Central | South | Mountain-Southwest | Pacific | United States | North-east | North Central | South | Mountain-Southwest | Pacific |
| | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | 1,000 boxes | Cents | Cents | Cents | Cents | Cents | Cents |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 713 | 210 | 104 | 249 | 84 | 66 | 45.6 | 52.6 | 56.6 | 38.4 | 43.7 | 46.7 |
| January-March..... | 779 | 237 | 137 | 254 | 91 | 60 | 46.2 | 53.3 | 55.9 | 38.1 | 44.4 | 48.5 |
| April-June..... | 1,384 | 341 | 292 | 516 | 151 | 84 | 42.2 | 51.2 | 48.6 | 35.1 | 41.6 | 44.4 |
| July-September..... | 1,427 | 339 | 290 | 541 | 156 | 101 | 44.8 | 53.3 | 50.8 | 38.5 | 44.5 | 47.7 |
| Total..... | 4,303 | 1,127 | 823 | 1,560 | 482 | 311 | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 774 | 209 | 121 | 275 | 92 | 77 | 47.0 | 55.9 | 57.9 | 39.4 | 45.1 | 50.0 |
| January-March..... | 734 | 218 | 132 | 236 | 84 | 64 | 48.2 | 55.9 | 60.0 | 40.4 | 43.6 | 49.4 |
| April-June..... | 1,219 | 345 | 221 | 471 | 115 | 67 | 42.5 | 49.7 | 50.2 | 35.4 | 43.7 | 46.9 |
| July-September..... | 1,595 | 369 | 354 | 617 | 161 | 94 | 42.0 | 48.5 | 47.2 | 36.4 | 42.1 | 44.1 |
| Total..... | 4,322 | 1,141 | 828 | 1,599 | 452 | 302 | | | | | | |
| Period | Average size of purchase | | | | | | Purchases per 1,000 capita | | | | | |
| | Units | Units | Units | Units | Units | Units | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| | Units | Units | Units | Units | Units | Units | Boxes | Boxes | Boxes | Boxes | Boxes | Boxes |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 6.2 | 5.0 | 5.1 | 7.9 | 6.5 | 5.4 | 4.4 | 4.7 | 2.3 | 6.4 | 5.1 | 4.2 |
| January-March..... | 5.9 | 4.8 | 5.1 | 7.6 | 6.3 | 5.3 | 4.8 | 5.4 | 3.0 | 6.6 | 5.4 | 3.8 |
| April-June..... | 7.2 | 5.8 | 6.9 | 8.9 | 6.9 | 6.0 | 8.5 | 7.7 | 6.3 | 13.2 | 9.0 | 5.2 |
| July-September..... | 7.4 | 6.0 | 7.5 | 8.7 | 6.9 | 6.3 | 8.8 | 7.7 | 6.3 | 14.0 | 9.6 | 6.1 |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 6.4 | 5.0 | 5.1 | 8.3 | 6.7 | 5.5 | 4.7 | 4.7 | 2.6 | 7.1 | 5.5 | 4.6 |
| January-March..... | 6.1 | 5.0 | 5.2 | 7.7 | 6.4 | 5.6 | 4.5 | 4.9 | 2.8 | 6.1 | 5.0 | 3.8 |
| April-June..... | 7.3 | 6.1 | 6.9 | 8.9 | 6.8 | 5.6 | 7.4 | 7.7 | 4.7 | 12.0 | 6.8 | 4.0 |
| July-September..... | 7.8 | 6.4 | 8.1 | 9.2 | 7.0 | 6.4 | 9.6 | 8.2 | 7.5 | 15.8 | 9.3 | 5.5 |

WHERE CONSUMERS BUY LEMONS



U. S. DEPARTMENT OF AGRICULTURE

NEG 3895-57(12) AGRICULTURAL MARKETING SERVICE

Figure 13

Table 24.--Lemons: Consumer purchases, average price paid, average size of purchase, United States by type of retail outlet, by quarters, October-December 1955 to date

| Period | Consumer purchases | | | | Average price per dozen | | | | Average size of purchase | | | |
|-----------------------|--------------------|----------|----------|---------|-------------------------|----------|----------|---------|--------------------------|----------|----------|---------|
| | Independ- | National | Regional | All | Independ- | National | Regional | All | Independ- | National | Regional | All |
| | dent | chains | chains | retail | dent | chains | chains | retail | dent | chains | chains | retail |
| | groceries | chains | chains | outlets | groceries | chains | chains | outlets | groceries | chains | chains | outlets |
| | 1,000 | 1,000 | 1,000 | 1,000 | Cents | Cents | Cents | Cents | Units | Units | Units | Units |
| | boxes | boxes | boxes | boxes | | | | | | | | |
| 1955-56 | | | | | | | | | | | | |
| October-December..... | 298 | 135 | 202 | 713 | 45.1 | 47.3 | 47.1 | 45.6 | 6.2 | 5.8 | 6.2 | 6.2 |
| January-March..... | 316 | 143 | 237 | 779 | 45.9 | 48.0 | 47.0 | 46.2 | 6.0 | 5.5 | 6.0 | 5.9 |
| April-June..... | 551 | 290 | 428 | 1,384 | 41.7 | 42.9 | 42.5 | 42.2 | 7.2 | 7.1 | 7.4 | 7.2 |
| July-September..... | 598 | 280 | 431 | 1,427 | 43.7 | 47.7 | 45.6 | 44.8 | 7.6 | 7.1 | 7.4 | 7.4 |
| Total..... | 1,763 | 848 | 1,298 | 4,303 | | | | | | | | |
| 1956-57 | | | | | | | | | | | | |
| October-December..... | 337 | 117 | 239 | 774 | 45.3 | 52.6 | 49.1 | 47.0 | 6.6 | 5.6 | 6.2 | 6.4 |
| January-March..... | 303 | 126 | 225 | 734 | 47.3 | 53.7 | 48.7 | 48.2 | 6.2 | 5.5 | 6.1 | 6.1 |
| April-June..... | 476 | 247 | 394 | 1,219 | 43.3 | 44.1 | 41.1 | 42.5 | 7.1 | 7.2 | 7.8 | 7.3 |
| July-September..... | 664 | 310 | 491 | 1,595 | 42.0 | 43.9 | 41.1 | 42.0 | 7.8 | 7.8 | 7.9 | 7.8 |
| Total..... | 1,780 | 800 | 1,349 | 4,322 | | | | | | | | |

1/ Includes other outlets selling food, such as delicatessen and department stores, roadside markets and fruit stands.



UNITED STATES DEPARTMENT OF AGRICULTURE
WASHINGTON 25, D. C.

Penalty for Private Use to Avoid
Payment of Postage, \$300

OFFICIAL BUSINESS